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Life Insurance Edition



Agents, too, are saying Thanks . . .

for Great-West's Estate Builder Juvenile Policy and here's why it is proving such a tremendous success:

- Each unit provides initial life insurance of \$1,000 (subject to usual juvenile insurance restrictions) automatically increasing to \$5,000 ordinary life at 21
- At age 21 policyholder has option of converting policy to either of three other plans.
- Lower cost than ordinary life at 21.
- Premium never changes.
- No further medical examination required.
- Can be used for educational fund.
- Can start retirement fund.

Brokers will find it worthwhile to get complete details.

GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE-WINNIPEG, CANADA

FRIDAY, NOVEMBER 14, 1947.

THE NORTHWESTERN MUTUAL

is proud that

one hundred thirty-two of its career underwriters

qualified for the Million Dollar Round Table

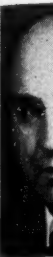
of the National Association of Life Underwriters

in their club year 1946-1947

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L.I.A.M.A. Parley at Chicago Draws Record Attendance

Many New Touches Are Found in the Program

Emphasis at the annual meeting of L.I.A.M.A. at Chicago this week is strongly on research, not only within the business but into what is being done in other fields that may be adaptable to life insurance. The program assembled by Vice-president H. M. Stewart of Prudential and his committee is in two respects revolutionary: the number of prominent speakers from outside the business has never been approached at any previous meeting; while the institutional discussions forum was entirely new, bringing together representatives



J. M. Holcombe, Jr.



C. J. Zimmerman

of various life organizations and men heading this phase of L.I.A.M.A. activity.

The new type of program was designed to avoid a tendency for meetings to become "inbred", that is, made up of speeches of life company executives telling how their companies operated or how they thought present methods could be improved.

The "new look" to the proceedings apparently kept nobody away. Registrations are well over 500. This is the first time they have exceeded the 500 mark. There were 445 at the luncheon the opening day, which Managing Director J. M. Holcombe, Jr., announced as being far and away the largest ever recorded. L.I.A.M.A. now has 196 member companies, representing 94% of the total business in force.

Many life company presidents are on hand. More and more of them have been showing up for L.I.A.M.A. meetings, indicating the growing importance in which the agency end is held by top management, and the feeling that with low interest rates and higher expenses there is an increasing need for the most effective use of the agency plant. There is also a growing appreciation of the agents' public relations role.

The following were elected to the board: W. R. Jenkins, vice-president Northwestern National Life; R. E. Murphy, vice-president California-Western States Life; S. E. Miles, vice-president Provident Life & Accident, and W. P. Worthington, vice-president Home Life of New York. The new president of the association was scheduled to be elected Thursday afternoon at the executive session. Committee meetings were held the day before the convention's opening as was the reunion dinner.

(CONTINUED ON PAGE 19)

Suggests Use of Training Plans from Other Fields

The possible application of techniques of education and training adapted from other lines of business and from the armed forces was discussed by Vice-president Cecil J. North of Metropolitan Life in this report as president of L.I.A.M.A. at the latter's annual meeting in Chicago. Mr. North also talked on the potential market for life insurance, the need for market research to avoid unwise recruiting, and the problems of mass selling, agents' compensation, and field expense.



C. J. North

Mr. North included in his talk a particularly cordial greeting for John Marshall Holcombe, Jr., managing director of L.I.A.M.A., who was unable to attend last year's meeting because of an extended illness.

As a means of keeping himself up-to-date, Mr. North last summer took two days off to visit a well known teacher of training methods and a producer of educational and training films.

"I will confess I had my eyes opened," he said. "I saw things being done and educational and merchandising programs being developed of a kind which I have seen little in our business."

Separate Training and Education

One development impressed him as especially significant: With many life companies the greater part of instruction has been of the demonstration, observation, and correction kind, that is, instruction on a tutoring basis. There has been no separation of methods of imparting knowledge from those having to do with imparting skills. He learned in his inquiries that at the beginning of the war there was a similar lumping of methods in training candidates for the air corps. Instruction, whether it involved imparting knowledge or imparting skill, was largely individual. At the beginning of the war 98 1/2% of all basic training was given in this manner in the air and only 1 1/2% on the ground, in groups. By the end of the war as a result of the development of new and improved training techniques—but also because of better breakdown of training techniques—instruction having to do with imparting knowledge rather than skill was only 5% tutoring in the air and 95% on the ground, in groups, with important savings in time and expense. Better air-men were turned out faster at much less cost.

Mr. North said he didn't know to what extent these new techniques might be applicable and transferrable to life insurance training, but said that much is going on in the development and the improvement of techniques in training that agency men should know more about. He expressed the hope that L.I.A.M.A. would make it its business to learn more about these techniques, saying that it cannot be that the life insurance business has attained such perfection in its methods of instruction that no room is left for further improvement.

Shy on Courses for Managers

Another part of life insurance operations deserving of thought and action is the great shortage of educational courses for managers and supervisors. Mr. North pointed out that the report on life insurance educational facilities

made for the Insurance Institute of America revealed that 135 companies provided a total of 312 courses for their field personnel. But there were only 20 for managers and only nine for supervisors. Moreover, even of this small number of management instruction courses, most have been established since Jan. 1, 1945. Thus, on the one hand the agency head is expected to assume responsibility for training agency personnel, but on the other hand, preparation of these agency heads leaves something to be desired.

Discussing the market for life insurance Mr. North said that the \$180 billion which is now in force, exclusive of National Service life insurance, is "an awesome lot of life insurance" but is not anywhere near what it seems to be. Life insurance in force in 1929 was equivalent to the nation's total wages and salaries for two years whereas the present in-force is equivalent to only about 1 1/2 years of wages and salaries. Thus there is less saturation now than the so-called booming '20s. In the latter 1920s people paid between \$3 billion and \$3 1/2 billion in gross premiums to legal reserve life companies. This has now grown to about \$6 billion a year but represents only about 3.1% of people's income as compared with 4% in 1929. If from gross premiums is subtracted the amount paid in policy dividends, death claims, maturities, etc., the net share of national income devoted to life insurance protection in 1946 was not 3.1% but less than 2%.

Research Needed

The major problem and the major responsibility continues to be how best to cultivate and serve this market, yet without research it is easily possible to fall into costly error in the quest, said Mr. North. In this connection he recalled the talk of W. R. Jenkins, vice-president of Northwestern National, at the recent American Life Convention meeting, in which Mr. Jenkins said that production figures for a list of some 35 comparable ordinary companies for the years 1934-41 inclusive, was practically constant from year to year, their combined increase in 1941 over 1934 being only 2%.

The important and significant point which Mr. Jenkins made, according to Mr. North, was that in 1934 these companies had 33,000 agents but in 1941 had only 23,000 agents, indicating that apparently there was only a certain volume of business to be had and the number of agents attempting to obtain it had little or no effect on the potential. Mr. North said that the objective should be to add agents only at those points where it is known that there is additional business to be developed and this calls for well planned and intelligent market research. He recalled a comment attributed to Charles Kettering of General Motors: "Research is needed for determining what to do when we can't keep on doing what we are now doing."

Notes More Objectivity

Discussing compensation, Mr. North mentioned that Julius B. Baumann, N.A.L.U. president, would bring a message on this and other subjects on Friday. Mr. North said that in the last year the discussion of compensation has at times been distinguished by a good deal of unreasonable and thoughtless talk, rather than by any accurate recognition of basic principles. While the last word on compensation will probably never be said because each new season brings new aspects, it is encouraging to note, he said, that in

Revenue Bureau Moves to Impose SS Tax on Agents

Would Make Ruling Effective Jan. 1—Plan December Hearings

WASHINGTON — Life insurance agents would be subject to social security taxation under a proposed regulation drafted in the internal revenue bureau, which officials hope to make effective Jan. 1, subject to a public hearing planned for December. The draft regulation will be published in the Federal Register, if passed by the bureau's general counsel's office.

For some time the social security administration has held life agents entitled to social security benefits, though the internal revenue bureau had ruled them not subject to the SS tax.

recent months editorial comment in the insurance press, committee reports and verbal statements from a variety of sources have taken on a new note of objectivity.

Among the exclusively ordinary companies, particularly, one of the basic difficulties underlying this subject is the lack of data on what agents are actually earning, Mr. North said. Even where companies keep careful records of the earnings of their full-time agents the information is still incomplete because the figures may represent only a part of the earnings of these agents and do not take into account business which they may have placed with other companies. Also, up to now there is a lack of meaningful information on the expenses of life agents.

Touches on Mass Selling

As part of the analysis of compensation there should be considered such problems as mass selling, said Mr. North. Is the broadening of group protection in the interest of the public? Is it being integrated as effectively as it might be? Where can this trend be expected to lead? What are likely to be the effects of these developments on the individual policyholder and the over-all effectiveness of the life insurance business? These are only a few of the questions that have been and are being asked about mass selling, he said, mentioning that at the request of N.A.L.U., L.I.A.M.A. has appointed a special committee to study the subject with the National association, and "we hope that by probing this problem in cooperation with any committees that may be appointed we can establish the facts as between mass selling and distribution to individuals through the agency system."

Discussing field expenses, Mr. North said that if there were no other demands upon agency executives' attention this topic would in itself suffice to command their maximum concern. On the one hand there is a public long sensitive to cost and now supersensitive. On the other, there are continuing conditions in the field all tending to send costs still higher. These rising expenses demand study of every phase of field operations. In this connection, Mr. North said, the function with which the agency departments are charged has been defined as the distributive function and sometimes more narrowly as the sales function.

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Menge Will Direct Reinsurance Work

He and E. D. Auer Made Directors of Lincoln National Life

Vice-president Walter O. Menge has been elected a director of Lincoln National Life and will be in charge of reinsurance activities. These have been under the direction of L. J. Kalmbach, first vice-president, who goes to Massachusetts Mutual as vice-president Jan. 1. E. D. Auer, vice-president, was also elected a director. He is in charge of mortgage and real estate investments.



W. O. Menge

C. R. Ashman, actuary group department, has been made an assistant secretary and John Phelps, reinsurance department, has been named reinsurance supervisor. H. A. Winters, reinsurance secretary; and V. C. d'Unger and P. N. Mantz, assistant secretaries, will also have increased responsibilities in connection with reinsurance.

Careers of Appointees

Mr. Menge joined Lincoln National in 1937 as associate actuary after having taught actuarial science at University of Michigan for nine years. He is a fellow of the American Institute of Actuaries and the Actuarial Society of America, and is the author of a textbook on life insurance mathematics. He is president of the Home Office Life Underwriters Assn. Mr. Menge became 2nd vice-president of Lincoln National in 1943, and vice-president in 1945.

Mr. Auer joined Lincoln National in 1939 as assistant manager of the mortgage loan department after having been in the real estate and property management business in Fort Wayne. He was elected 2nd vice-president in 1943 and vice-president in 1945.

As assistant secretary Mr. Ashman will continue as actuary of the group department. He was named to that position early this year after having been associate actuary since 1938. Mr. Ashman is a fellow of both actuarial organizations and has been with Lincoln National since 1931.

Mr. Phelps attended Princeton University and later received a degree in actuarial science and business administration from University of Michigan, where he was a member of Phi Beta Kappa. He has been with Lincoln National since 1938, except for 3½ years in the army air forces. He was a member of the underwriting department until he transferred to the reinsurance department last year. Mr. Phelps is an associate of both actuarial bodies.

John Hancock Shifts

Duncan A. Brash, formerly assistant director of sales and service at the John Hancock Mutual home office, has been appointed manager of the New England group office.

Kenneth C. Penwell has been appointed group manager at Springfield, Mass. Stephen S. Taft, Jr., formerly manager there, joins the group sales staff at the home office.

Taylor Agency Hears Hull

The Springfield, Ill., agency of Mutual Life held its annual meeting this week, with Roger Hull, vice-president and manager of agencies, and Ben H. Williams, superintendent of the central division, as speakers.

John L. Naylor is agency manager, and presided at the sessions.

Baumann Talks at So. Tex. Regional

CORPUS CHRISTI, TEX.—Jul B. Baumann, president N.A.L.U., was headliner at the first annual south Texas regional sales congress conducted here jointly by the Corpus Christi, Valley Grande and Victoria Assns. of Life Underwriters.

Maynard Herbert, president Corpus Christi association, presided initially. Mr. Baumann extended greetings and told of work being done by N.A.L.U., especially about conferences with government officials in the effort to get the federal government out of the life insurance business and to secure more equitable taxes on life insurance estates.

E. F. Gree, president Valley Grande association, was morning chairman. A. E. Mine, Houston, agent for National Life & Accident, spoke on "How I Sell Today," telling of work of the combination agents. The employer-employee relation of the combination agent and company is very definite, he said. The debit man educates people to the value of life insurance and as income increases the ordinary agent comes in. The combination man who talks of taxes without knowing about them will get himself into a difficult position and not get the business, Mr. Mine believes.

Archer Stresses Simplicity

R. William Archer, director of publicity, Southwestern Life, discussed quality service and simplicity in the approach. He said the federal reserve bank has stated only 22% of the people are without some type of life insurance protection.

Simple things are the most important elements in public relations and life men should cast up accounts and see where they stand. There have not been many changes which affect the economics of selling life insurance, he said, and there are still many prospects, including persons interested in maintenance of their home, education of children, interested in income for retirement, partnership insurance, key man and business insurance. There still are age changes, and these greatly aid in selling life insurance.

Women are good prospects, too, for they are beneficiaries of 80% of life insurance, have considerable financial interest which is affected by stockholdings, and many of them are millionaires. They are much more life insurance conscious than in the past. Men agents should learn to talk to women in the language which they understand. Many words are used by both men and women but have different meanings for them. Women are more personal in their thinking.

Jaqua's Assistant Comments

Charles Gaines, assistant to A. R. Jaqua, director S.M.U. institute of insurance marketing, Dallas, spoke on "Professionalism in Life Insurance." Advantages of becoming a professional life salesman, he said, are a wider horizon of service and greater opportunity for service. A man cannot, because of economic conditions such as low interest rates and high taxes, create an estate as his father did, and life insurance is the only means by which he can hope to do so. He is entitled to a professional service. He declared that when life agents render a truly professional service the people will rise up in their defense against government encroachment. Socialized medicine has not come because the medical men have rendered a truly professional service and the people have not wanted socialized medicine. The life insurance institution is founded on the finest fundamental philosophy and this makes it important that the public consumer recognize and accept the institution and life insurance men as true public servants. The professional aspect must grow through the efforts of those engaged in it.

Truly professional service will pay tremendous dividends. People are ready

Nevonen to Calif. for Washington National

Howard E. Nevonen, general agent for Washington National at Fort Dodge, Ia., since 1936, has been transferred to California where he will have charge of the agency operated by the late George C. Martin. The agency office which is temporarily located at Santa Paula will be moved to Los Angeles as soon as necessary arrangements can be made.

Mr. Nevonen has served as secretary-treasurer of the Fort Dodge Life Underwriters association.

R. R. Reagh New Head of Middle Atlantic Actuaries

The annual meeting of Middle Atlantic Actuarial Club was held at Richmond with R. Turner Arrington, Life of Virginia, presiding.

In a discussion of taxation of annuities, Samuel A. Miller, actuary of federal housing administration, outlined the rules used by the U. S., as well as advantages and disadvantages of the method in use at the present time, the method in use in Canada and the recommendations customarily suggested for minimizing the current criticisms of the present rules.

The main speaker on group hospital and surgical expense insurance was R. Frank Soyars, Jr., manager of the group department of Life of Virginia.

New president is Russell R. Reagh, assistant director of research and statistics Treasury Department; vice president William Simpson, assistant actuary, Acacia Mutual; and secretary, Helen R. Gibson, Monumental Life.

New Marketing Trustees

The trustees of Institute of Insurance Marketing at the annual meeting at Dallas elected as new trustees W. O. Childress, Republic National Life; S. E. McCreless, American Hospital & Life, and James D. Edgecomb, general agent, John Hancock, Fort Worth.

A. R. Jaqua is vice-president and director of the marketing school at S. M. U.

to talk life insurance and want to ask questions but not wish to be pressured into buying.

James D. Edgecomb, president Texas association, spoke on the importance of a strong association and pointed to the danger of government in insurance. The TNEC investigation material still is available to those who would discredit the companies and agency system, he said. Mr. Edgecomb emphasized the need of a strong organization to prevent being pushed back to the position of insurance peddlers.

Mr. Baumann spoke on compensation and condemned attacks on integrity of company officials in connection with the question of compensation for men selling life insurance. He stressed the need for a proper approach to the problem of compensation which would bring out the true facts for the consideration of company officers and the representatives of the personal producers. He declared that men who are responsible for the management of companies are men of integrity.

Edgecomb Makes Point

Mr. Edgecomb spoke of the dangers of savings bank life insurance and emphasized the need for rendering a service which will justify the compensation of the agent as against over-the-counter sale. He also discussed taxation, saying the government has nothing to give away, but takes from one tax payer to give to another.

The closing talk was made by John H. Fargason, Galena Park, Tex., agent of Great Southern Life, on "My Obligation to My Fellow Man." He has set a goal of sales of \$100,000 a month.

Shanks Asks More L.I.A.M.A. Work on Field Management

Bouquets for accomplishments already achieved and a few suggestions for contributions in the future were delivered by Carroll M. Shanks, president of Prudential, in his address before the annual meeting of Life Insurance Agency Management Assn. at Chicago this week.



C. M. Shanks

Mr. Shanks observed that the primary work of the association is in the field of research, much of which could be done by individual companies, but not nearly as broadly or as effectively as through L.I.A.M.A. Distribution of findings stimulates individual thinking of other companies and broadens individual and company outlook while promoting solutions to specific problems, he said.

Mr. Shanks commented that in the field of helping managers and assistant managers to do a better job, there is a need for increased L.I.A.M.A. contributions. Underlying such a procedure, he said, is a need for a better definition and description of the responsibilities connected with these field jobs and also of the attributes that make for success or failure in those positions.

Differentiation Needed

Such descriptions in the future should state more clearly characteristics of both the man and the job which differentiate managers and assistant managers from the agent. Mr. Shanks said that such distinctions may seem obvious and elemental, but they are sometimes overlooked.

Much remains to be done in the solution of problems of the agency forces, he said. This is more than commonly recognized factors of better selection and improved training. It means more development of the individual so that he may have a greater job satisfaction and a higher morale. Management responsibility to the field man is to provide more opportunities for him to develop and increase his capacity, while keeping open a way for his future advancement, Mr. Shanks declared.

Double Indemnity Appeals

WASHINGTON—Double indemnity under three policies on the life of Albert L. Asbell is at stake in cases No. 434 and 435, Etta S. Asbell vs. Mutual Life and Travelers Protective, seeking U. S. Supreme Court writ of certiorari to the fourth circuit court.

Both companies contended the insured was suffering from heart disease before and at the time of an accidental fall and which contributed to his death following a surgical operation thereafter.

In the trial court jury verdicts were rendered against the companies. The circuit court held there was insufficient evidence to support the verdicts.

Petitioner contends the circuit court misconstrued the evidence, violated the rules and erred in ruling the jury should have "indolently accepted" physicians' opinions favorable to the companies, when lay evidence was sufficient to support the verdicts.

R. E. Bruce to Actuary Firm

Robert E. Bruce has joined his father in the consulting actuary firm of Harley N. Bruce & Associates of Chicago.

Mr. Bruce is a mathematics and business administration graduate of Northwestern University and studied actuarial science at the University of Michigan.

Seeks to Correct Erroneous Tax Rule on Family Firms

NEW YORK—To correct the erroneous rule developed in the tax court regarding so-called family partnerships and still not open the door to tax avoidance abuses, Mark A. Johnson, tax attorney and co-author of a book on federal taxation, has evolved an amendment to the internal revenue code which he will present to the House ways and means committee. Mr. Johnson discussed his proposal at the meeting of the Solomon Huber agency of Mutual Benefit Life in New York City this week.

Mr. Johnson's aim is to restate the basic principle that income derived from property is taxable to the bona fide owner of the property whether the property was acquired by purchase or by gift and whether it was acquired from a stranger or a relative. This principle has been disregarded in only one class of cases, those in the family partnership category, where the tax court has developed the rule that the interest of a wife, or other relative, will be recognized only if she has rendered personal service or has contributed capital "originating" with her.

Calls Rule "Clearly Erroneous"

Believing that this "clearly erroneous" rule should be corrected by legislation, Mr. Johnson recognizes, however, that fictitious family partnerships have often been used to try to effect unjustifiable tax avoidance. His proposed amendment expressly provides that the wife, or other family member, must contribute either services or capital, including capital acquired by bona fide purchase or gift from the husband; income derived from capital may not be shared in disproportion to capital accounts; and income derived from the husband's personal service may not be deflected to the wife.

The amendment would be added to section 3797 (a) (2) of the revenue code which defines partnerships. The text of Mr. Johnson's draft reads:

Text of Amendment

If a person is otherwise recognized by law as a bona fide partner or joint venturer, he shall be considered a partner for the purpose of this title if he has contributed capital or substantial personal services to the partnership. For this purpose capital shall be deemed to include any money or other property (including an interest in the partnership or in a predecessor business) acquired at any time from any other person by bona fide purchase or gift. If in any case, however, the interest of any partner was acquired, directly or indirectly, from another person, and if the partner is a spouse, brother or sister (whether by the whole or half blood), ancestor, or lineal descendant of such other person, or if the partner is a trust of which such other person is the grantor, (I) If such other person has an investment in the partnership, the proportion which the acquiring partner's distributive share of partnership income bears to his capital shall not exceed the proportion which such other person's distributive share of partnership income bears to such other person's capital (unless such excess is attributable to personal services actually rendered by the acquiring partner), and any excess shall be considered additional income of such other person and (II) if the partnership agreement requires the distributive shares of partnership income to be determined without reasonable allowance for personal services rendered by such other person, there shall be attributed to such other person an amount not in excess of reasonable compensation for such services, and there shall be deducted from the distributive share of the acquiring partner his proportionate share of such amount.

Cort Retires from Aetna

Dr. Parker M. Cort has retired as associate medical director of Aetna Life. Dr. Cort has been associated with Aetna for 20 years and before that was engaged in general practice in Springfield, Mass. A native of Clayville, N. Y., Dr. Cort was educated at Harvard. During the first war he was in the army, retiring as lieutenant colonel.

Conflicting Views on What To Do about Mass Selling

A consensus of opinion on the subject of mass or group selling shows no general agreement of views on the subject, except that something should be done, and that the best way to do would be to decide what the limits of the insurance certificate should be.

There is some opinion that agency operations as they are constituted today may be curtailed as time goes on, and that industrial insurance may dwindle because of spreading group sales. This is a view held not only by some home office men, but by a few agents who might be classed as rugged individualists—agents who have sold group insurance and reaped the benefits in commissions and individual insurance sales to employees; who accept a pessimistic attitude with respect to agencies and are determined to make the most of the present opportunity as they see it; and who believe that the public wants and will get some kind of group insurance through mass distribution whether it be through private companies or the government.

Argue Two Ways

On both sides of this subject in which both insurance men and the public with knowledge of the situation are interested, is the threat of government interference. One general agent said that widespread group insurance would give the government a perfect chance to step into the operation of the insurance business. He stressed the need for individual insurance. Those in favor of widespread group insurance give the argument a reverse twist, saying that unless there is widespread group coverage offered by private insurance companies, the public demand will be so great that the gov-

ernment will enter the insurance business.

Defenders of the agency system see a real threat to agencies and agents in an additional layer of protection distributed through mass sales. One general agent pointed out that new agents make most of their sales in a category that might well be wiped out by a new layer of protection. He said that few new agents compiled an average sale of \$5,000 per policy during the first year or two in the business. Offer everyone \$4,000 or \$5,000 worth of group and it will be almost impossible to attract new recruits into the business.

Situation Already Here

Agents report that they are meeting just that situation. Prospects are pointing out with increasing frequency that they have social security, \$10,000 of N.S.L.I., and perhaps \$10,000 in group insurance, in addition to a policy for \$2,000 or \$3,000 with a company. It is hard to convince a man earning less than \$10,000 a year that he needs more insurance than this.

Group men will admit this to be true. One group man went further and said the condition not only exists but that it is good for the business. He pointed out that marginal producers will be eliminated and that more of the public is achieving the minimum level of protection. When broad group coverage has been in effect for a number of years, he said, agents will be concerning themselves solely with prospects who are in high income groups and who buy insurance for investment as well as for protection. These are the people to whom the best of the professional agents

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Clinching the Sale

Mrs. William P. Grant, wife of our District Manager at San Bernardino, Calif., is the daughter of J. Elliott Hall, also a life insurance man. She recently made a talk at a meeting of underwriters in which she gave a picture of the wise understanding and quiet helpfulness required of a life underwriter's wife:—

"Perhaps you've experienced those times when the prospect has said 'Well, I'll tell you. Why don't you come over on Friday night and bring your wife along? Then we can talk business for a while and have a little social evening afterwards.'

"It was just torture for me to sit through those awkward silences and little gaps that occur during a sales presentation. And besides, it afforded me a wonderful opportunity to help clinch the sale by adding a few points of my own.

"After infinite patience on my husband's part and much uncomfortable squirming on mine, it came to me that he deliberately created these silences in order to give the prospect time to mull over what he had said."

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Cincinnati Asks for N.A.L.U. Convention in 1949

Cincinnati Assn. of Life Underwriters has officially extended an invitation to the National association to hold its annual convention there the week of Sept. 11 in 1949, W. Henry Blohm, Provident Mutual, president, has announced.

Cincinnati is one of the few cities in the country with hotel facilities which can accommodate the growing attendance at the conventions and was last host in 1941. Judd C. Benson, home office agency manager of Union Central, who is now secretary of N.A.L.U., would in the ordinary course of events be slated for president in 1949.

The meeting next year will be held at St. Louis. It is probable action on the invitation will be taken by the directors of the National association at their meeting in December at New York.

California Checks Company Training of New Agents

To facilitate issuance of certificates of convenience to agents applying for life and disability only licenses, as outlined in the new section of the insurance code, Commissioner Downey of California has issued two questionnaires to each company. The first concerns the setup of the insurer and the second asks about the course of training which the company maintains for agents and is to be supplemented by textbooks and written matter.

The code states that all applications filed after July 1, 1948, will not be issued a certificate of convenience unless the appointing insurer certifies that the applicant is enrolled in a course of study previously approved by the commissioner.

The commissioner must be satisfied that the course covers the fundamentals of the life and disability, or disability only business and that the course contains progress checks whereby the department can determine whether the individual is taking the course. Approval of such course may be withdrawn by the commissioner after notice or hearing.

Appeal Federal Old Line Suit

The Washington department is appealing the Federal Old Line Life license revocation case to the state supreme court. Superior Judge M. Wilson only a few weeks ago held that the company was solvent and was not in jeopardy as charged by Commissioner Sullivan. He also issued a permanent injunction preventing the commissioner from revoking its license.

Commissioner Sullivan held that the officers had acted improperly in attempting to treat contingent liability of policyholders as an admitted asset. He called on the officials to make good a deficiency in assets and took the position that levying against policyholders' reserves for this purpose was not legal. The officials rested their case on the right to assess policyholders.

E. H. O'Connor on Air

E. H. O'Connor, managing director of Insurance Economics Society, was a member of a panel discussing "A Decade of Social Security: Success or Failure" Sunday morning over Station WGN, Chicago, under the sponsorship of Northwestern University. Others on the panel were Frank Bane, executive director Council of State Governments, and Gerhard Hirschfeld, director Research Council for Economic Security.

Mr. O'Connor discussed the dangers to the economy of expanding the program, particularly into the field of compulsory health and medical care. He warned of the monumental tax that is involved and urged guarding against excessive compulsion in the lives of the people.

Colonial Life Is Marking 50th Year

The annual convention of Colonial Life at Hotel Astor, New York, Nov. 20-22, will mark its 50th anniversary. The meeting will start with a luncheon. That afternoon, Paul Speicher, R. & R. Service, will discuss training of agents. The President's Club will meet in the evening.

Friday morning, L. W. S. Chapman, director of company relations of

L.I.A.M.A., will speak. Charles J. Zimmerman, assistant managing director of L.I.A.M.A., will speak at luncheon. In the afternoon there will be a seminar for managers.

At the anniversary banquet E. J. Heppenheimer, chairman, will discuss the founding and early days of Colonial Life. A telephone hook-up has been arranged so that men in the field who are not attending the convention can hear the talk. These men will gather in Rochester, Brooklyn, Philadelphia, and Pittsburgh.

Saturday morning there will be a

breakfast for field managers in the CLIC Club, and the closing luncheon will feature R. B. Evans with the president's message.

R. B. Kelly in New L. A. Post

Emett & Chandler, insurance brokers of Los Angeles has appointed Robert B. Kelly manager of the life and A. & H. department. He is vice-president of Los Angeles A. & H. Managers Club. For the last two years he has been supervisor of the A. & H. department of Associated Indemnity. Before that he was in service.

Brokers Push Annual Chicago License Fee

Certain general insurance brokers in Chicago with the aid of counsel are understood to be drawing up a model city ordinance, which would require an annual city license fee along with the general insurance brokers. The brokers are under pressure from the council which is looking for every way possible to increase city revenue. They feel that if they pay a city fee the life insurance agent and other producers should do so. What the final size of the fee for brokers will be and whether the city council will decide to include life insurance agents is expected to be determined about the first of the year. Earlier a subcommittee of the city council recommended a fee of \$35 for insurance brokers with a recommendation of a \$50 fee for real estate brokers who also write insurance. Brokers understand that the mayor is opposed to any fee above \$27.50. Constitutionality of an ordinance applying to life insurance agents would probably face a test and the legal delicacies of the matter has resulted in employment of special counsel by the brokers.

There has long been an ordinance on the books for a license fee from brokers of \$27.50, but because it has been blocked by court injunction, it had not been enforced for 15 years and most brokers were unaware of its existence. That is why there was considerable surprise in the city about three months ago when an attempt was made to crack down on brokers for non-payment of the fee. Some holding licenses were arrested. City officials were just as surprised to find that an injunction against the ordinance existed which had blocked the fee since 1933. The city called leading insurance brokers together in an effort to establish a fee which will be constitutional and acceptable.

Old Injunction Supported

Illinois Assn. of Insurance Brokers had obtained the injunction against the previous licensing ordinance on the ground that it discriminated against the insurance broker, because it charged the real estate broker, who is permitted to sell insurance in addition to real estate, the same license fee. This was supported recently in a test case in which Judge Cecil C. Smith of license court ruled the ordinance unconstitutional on the grounds that it discriminates against the insurance broker. This case was pushed by Terry P. Bannon, general agent for Reliance Mutual Life, who held a broker's license and had been arrested for non-payment of fee. At his own expense through Edwin Fifelski, attorney, Mr. Bannon carried the case to court.


The city was thus forced to devise an ordinance which requires a real estate broker to pay an extra fee if he is to have insurance privileges and supports the earlier injunction which means that the city's 7,000 brokers will be required to pay nothing until a new ordinance is drawn up.

On a similar ground of discrimination, the general brokers are now pushing for the same license fee for all personal producers, including the full time life insurance agents.

Life agents now pay a \$5 license fee per year to the state of Illinois and the city license would be in addition to this.

Miss Skoczylas Secretary

Miss Mary Skoczylas, office manager of Polish Roman Catholic Union of Chicago for 25 years, has been elected by the directors as national secretary. She was honored at a dinner and public reception which was attended by officials of several fraternal and Polish-American civic leaders.



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W P WORTHINGTON VICE PRESIDENT
HOME LIFE INS CO=

HOME LIFE AVERAGE POLICY OF 11799 DOLLARS SOLD DURING 1946
WAS HIGHEST FOR 10TH SUCCESSIVE YEAR AMONG ALL NORTH AMERICAN
COMPANIES WITH OVER ONE HUNDRED MILLION DOLLARS OF INSURANCE
IN FORCE STOP AVERAGE SOLD WAS 11313 IF INCREASES REVIVALS AND
ADDITIONS INCLUDED STOP AVERAGE POLICY IN FORCE OF 5301
DOLLARS WAS HIGHEST FOR 5TH CONSECUTIVE YEAR=

ROBERT W LORD FLITCRAFT INC.,
11799 10TH 1946 11313 5301 5TH.1247P.

An average policy of

\$11,799... because he tries to solve problems!

Ask the Home Life field man for the reasons behind his \$11,799 average policy... and chances are he'd say something like this:

"I don't try to sell policies — I try to solve problems."

His reasoning stems from a practical realization he shares with career underwriters in all companies. Namely—

That a man buys life insurance because it presents the best solution—most often, the only solution—to the problems of financial security which life imposes.

That's why, whenever the Home Life field man first sits down with a prospective Planned Estate

client, the preliminary discussion is always keyed to uncovering what the client's problems are. What he wants by way of financial security for himself and his family.

It's the only way this field man can proceed with the thorough planning of insurance already owned — the careful prescription of additional insurance where needed — which characterizes Planned Estates service.

The \$11,799 average policy is a pleasant result of "searching for problems to solve — not merely prospects to sell." And above all — it's another indication that the Home Life field man is doing a grand job of building a successful career.

HOME LIFE INSURANCE COMPANY

JAMES A. FULTON
President

256 BROADWAY, NEW YORK

WILLIAM P. WORTHINGTON
Agency Vice President

"A Career Underwriters' Company"

Mutual's Last 23 New Mgrs. Drawn from Trainer Group

Mutual Life's last 23 managerial appointments have been from the ranks of its training assistants — young men brought into the home office after proven experience as salesmen and assistant managers in recruiting and training, said Ward Phelps, Mutual's director of training, in a talk at the New York City C.L.U. chapter luncheon.



Ward Phelps

Mr. Phelps said that the company's experience with its home office training assistants has been so satisfactory that there seems every reason to continue with this system as it is now working. The building of a "valuable reservoir" of potential managers is one of the by-products of the system of training schools which the company operates in the home office and the field.

Believes Program Sound

Results of the training program seem to indicate that its general principles are sound, said Mr. Phelps. Citing a study of agents who have qualified and attended a basic training school, he said their production during their first four contract months was nearly three times greater than that of agents who started with the company and failed to meet the requirements for attendance.

A longer range study, covering those who have been under contract for two years, showed that those who followed through with the training program for the full period sold in each year more than double the amount of insurance sold by agents who were not in the training program or who had disqualified themselves. The C.L.U. study program fits definitely into Mutual's schedule and the policy is to encourage all agents to take the examinations.

Mr. Phelps said the company's experience has led it to two convictions: The training process can be successful only if it is carried on both in the agency and in the field and it should be a continuous one extending from the time a prospective agent becomes seriously interested to the day he goes out of the life insurance business.

Basic Principles Needed

Among other principles upon which a training program should be predicated, Mr. Phelps said it must impart knowledge and build correct habits and skills; after that it must maintain these habits and skills. Necessary knowledge and skill can best be imparted and developed in small portions administered frequently over a long period. Trainers must spend time in the field with the agents. This principle, perhaps the most neglected of all, means application of the concept of "demonstration, observation and correction" Mr. Phelps said. It also means emphasis on the continuous aspect of training and the more active participation of the agent in his training. The whole training program must be in balance and coordinated with other phases of the company's operations—selection, recruiting, financing, and supervision.

Mutual's program includes a study, planning, and actual field work over a three-year period. First of the six sections is the basic course. The next three comprise the intermediate, taking the man to the end of the second year and the last two sections comprising the third year, are called advanced course. The agent completes regular weekly or bi-weekly the study assignments and turns in a weekly report on his activities. There is also a regular production

quota. If the agent meets all requirements he is invited to attend at the end of each six-month period a regional training school at the home office. Failure to meet any of the requirements means that he is automatically disqualified from attending the next training school.

These training schools review material covered in the agency office, offer new sales ideas, provide strong motivation, check on the agent's skill, one means being the comparison of recordings made at successive schools he attends. Managers and assistant man-

agers, all of whom attend training schools as participating guests, familiarize themselves with the training program more quickly.

Equitable, Ia., Runs Schools in Two Areas This Week

The second of four regional schools conducted by Equitable Life of Iowa is being held this week at Hershey, Pa., for agents from the east who earned attendance privileges by their production in the last three months. The first

school was held in San Francisco and the other two will be at French Lick, Ind., Friday and Saturday of this week and at Excelsior Springs, Mo., Nov. 24-25. The home office party conducting the schools includes R. E. Fuller, agency vice-president, R. C. McCankie, underwriting vice-president, P. C. Irwin, actuary, and A. Scott Anderson, agency secretary.

Jauquet Asst. Manager

Quentin Jauquet, special agent, has been promoted to assistant manager in the San Antonio agency of Prudential.

"Yes, I've Been to the Home Office"*

Several years ago I was invited to the home office of the company with which I was then associated. Last year I was a guest of the "Friendly" Franklin Home Office... and I do mean guest! I was amazed at the difference between the treatment I received from these two home office forces. Here are a few comparisons:

	COMPANY X	"FRIENDLY" FRANKLIN
President	Saw him at a distance. Guide pointed him out.	PRESIDENT BECKER sat down with me in his office and discussed my problems. He knows the answers too—he started his career as an agent.
Executive Vice-President	Never saw the guy.	"BILL" DUGGER is a grand fellow. Made his office my headquarters during my stay.
Secretary	Heard him speak at a banquet.	MR. FREDERICK was very cordial. He discussed frankly any questions I had the intelligence to ask.
Agency Vice-President	I actually met this bird. He shook my hand, and in the 30 seconds allotted to me, he made me feel very insignificant.	"SWEDE" WHALEY really gave me the business—he not only told me but showed me the actual Home Office records. This fellow is regular—he is on the ball and he is our ally.
Medical Director	Was in his office—he was away of course.	Went to lunch with DR. FINK. In this informal atmosphere, I learned many things about the Medical Department—he tells jokes.
Sales Promotion Director	The guide took me through the room with the printing presses—he didn't know any more about this department than I did.	"O'B" O'BRIEN runs a department that intrigues me—you know the minute you meet him that you are talking to a top-flight advertising executive.

*Writer's name and address on request.

Of course, there are many other departments and at the Franklin Home Office, I saw them all. Without exception, I met the top man if he was in; and without exception, I found him competent and easy to talk to. But best of all—I feel that I have some real friends at the Home Office—men who will give me and my prospects a break if they can.



The Friendly FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$500,000,000 Insurance In Force.

Benson "Gratified" by Magill Report

CINCINNATI—Judd C. Benson, home office agency manager of Union Central Life, and chairman of the federal laws and legislation committee of the National Assn. of Life Underwriters, commenting on the Magill tax legislation report to the House ways and means committee, states:

"I was gratified to observe that the majority opinion in the Magill report made recommendations which were consistent with the representations which the National association made on July 15, 1947, in making recommendations for revisions of the internal revenue code.

"It is further interesting to note that the recommendations concerning life insurance and pension plans concur also with similar recommendations previously offered by the American Bar Assn. and the trust division of the American Bankers Assn.

Sees General Agreement

"It would seem, therefore, that all of the groups who are confronted with the daily application of the revenue code to

requirements of their clients are pretty well in agreement as to the needed revisions."

WOLL IN STRONG OPPOSITION

WASHINGTON—Strong and determined opposition to the Magill report has been voiced by Matthew Woll, American Federation of Labor official and president Union Labor Life, who presented an extensive minority report from the committee.

Disagreeing with the majority recommending removal of discrimination against insurance under the estate and gift tax law, Mr. Woll observed that the reason given is that the existing law discriminates against life insurance because other property may be given away free from estate tax if the gift is not made in contemplation of death.

The answer is that life insurance is not like other property, he said. It is testamentary in nature. It is designed to serve as a will, regardless of its investment features. If the majority's recommendation were adopted, we would return to the era preceding 1918, when life insurance was a favorite means of avoiding the estate tax.

"The statute would be eminently foolish," he said, "if it taxed insurance purchased by the insured deceased, if the

insured, or the insured and his wife, held the incidents of ownership, but refused to tax the same insurance if the wife held the incidents of ownership."

The Woll report says of the majority's proposal that an employee's contributions to a qualified pension plan should be an allowable deduction from gross income:

"Not Even Poorly Disguised"

"This recommendation is not even a poorly disguised attempt to eat into the surtax brackets. The majority state with commendable frankness that these are 'days of high income tax rates,' and indicate that it would be most convenient for employees with very large incomes to reduce their taxes by the proposed deduction. The majority add that the pension payments attributable to the contributions would be taxed in full when received. They do not add that the employee will probably be in appreciably lower brackets when the pension payments are received. The proposal is but another outrageous attempt to enable the well-to-do to avoid the high income tax brackets, which the majority evidently regard as an excuse for bigger and better loopholes."

The majority's recommendation concerning annuities, that the interests of employees in qualified pension plans be excluded from the estate and gift tax, is characterized by Mr. Woll as a new proposal for tax avoidance respectably attired.

According to Mr. Woll, the "majority's purpose is to provide special gift and estate tax exemptions for those in the high brackets. . . . There is no more reason to exempt pension payments from the gift and estate taxes than there is reason to exempt any other kind of property. In 1942 Congress emphasized that it would not tolerate special exemptions by removing the \$40,000 exemption for life insurance. I am confident that Congress will not be a party to the majority's newly devised exemption."

Counties Can't Self-Insure Employees in Michigan

LANSING, MICH.—Wayne county, or any other Michigan county, lacks the authority under the statutes to self-insure any group coverage plan for its employees, the attorney general's department has ruled.

The attorney general says that had the legislature intended that the language in a 1945 act authorizing county supervisors to "provide insurance" was comprehensive enough to embrace self-insurance, it would have said so, as it did with respect to retirement benefits. Instead it very definitely provides that the supervisors shall have power "to provide group life . . . insurance," contemplating that the insurance be purchased from an insurance company.

N. W. Mutual Conducts Seminars for Advanced Men

Northwestern Mutual Life's regional advanced underwriting seminar sponsored jointly by the home office and the general agents with attendance based on production and service qualifications was held at New York this week.

L. C. Jones, assistant director of agencies, and W. B. Minehan, executive assistant of the home office, and Denis Maduro, attorney of New York, are participating along with agents selected from those attending.

The seminar will be held at Williamstown, Mass., Nov. 17-20, and at Hershey, Pa., Dec. 8.

Lacey Named in Oregon

Newton R. Lacey, assistant California manager for Woodmen of the World, Omaha, has been appointed Oregon manager. His headquarters are in 1214 N. W. 25th Avenue, Portland. He has many years experience in the field and in fraternal work.

Rumor Newell Johnson Resignation

ST. PAUL—Rumors are current here that Newell Johnson very shortly will announce his resignation as Minnesota commissioner. It is understood he has desired to leave office for some time but has been persuaded to stay on by the governor. The latest rumor is that he will resign effective Dec. 1. Mr. Johnson declines to comment. He is a former president of National Assn. of Insurance Commissioners and is now chairman of the examinations committee.

Society Has New Officers

Miss Adela Lagodzinski, vice-president of the Polish Women's Alliance of Chicago for some time, has been elected president. The new vice-president is Bronislawa Karczewska, who formerly was a director.

Eighteen agents of Reliance Life graduated from its regional training school at Atlanta. They qualified by a 26-week study course.

Always be fully prepared with the new Unique Manual-Digest, \$7.00 from The NATIONAL UNDERWRITER.



AS EVERY AGENT OF THE EQUITABLE OF IOWA KNOWS, P. C. IRWIN IS A 100 PERCENT FIELD-MINDED ACTUARY.

SO FIELD-MINDED IS MR. IRWIN that he enrolled for R & R's Tax & Business Insurance Course—to my knowledge the first actuary who has ever studied an R & R Course. He told us he wanted to get a closer picture of the field problems encountered in estate planning and business insurance. Mr. Irwin writes:

"The work was all and more than I expected. Not only is the Course itself set up in a logical and interesting way, but the mechanics are particularly well done. I believe one of the important things about a correspondence course is the facility with which the papers are returned with comment indicating they have really been carefully reviewed. Mr. Stepp does a grand job of this. The program is another example of R & R's efficiency."

THE BUSINESS CERTAINLY IS MOVING IN THE RIGHT DIRECTION WHEN A MAN OF MR. IRWIN'S PROFESSIONAL STATURE TAKES TIME TO STUDY A SALES COURSE SO THAT HE WILL BE MORE FAMILIAR WITH CURRENT FIELD PROBLEMS.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS



Make Them Buy NOW!

One of the most difficult hurdles the life underwriter must clear in making a sale is that of getting his prospect to buy now — overcoming his natural impulse to "put it off."

Procrastinating prospects are thieves of the underwriter's time. They cost him money. What we must do is quickly convince the prospect that delay costs him money too.

One way to illustrate that "cost" is to compound the difference in premiums, but here's another method. If, for example, a man age 35 waits five years to buy \$10,000 of 20-Pay Life, it will actually cost him \$1,034, plus the value of the extra five years of insurance protection.

Here's how it's done: (1) Compute the premium outlay from the present age to some such retirement age at 65 and ascertain the profit or loss. (2) Then do the same for a policy issued one, two, five or ten years hence. (3) Then compare the results and express the greater cost at the more advanced age as the cost of not having insurance in the interim.

Insurance In Force, Oct. 1, 1947 — \$334,446,536

COMMONWEALTH

LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

Forbes Is Given Notable Salute in Home State

More than 150 Michiganders and a number of out-of-state friends gathered at a banquet at Grand Rapids to express their appreciation of Insurance Commissioner David A. Forbes, both on account of his appointment to a new term of four years as Michigan commissioner and because of his recent election as chairman of the executive committee of National Assn. of Insurance Commissioners.

It had been expected that Governor Sigler at that banquet would announce Mr. Forbes' reappointment, but as it turned out, such announcement was made the previous week by the governor at Detroit. That removed the dramatic element from the Grand Rapids event, but nevertheless it was an occasion marked by good fellowship and warm sentiment.

Mr. Forbes' new appointment is under a law that was enacted this year, providing for a four-year tenure for the insurance commissioner. Heretofore, the commissioner has served at the will of the governor and the gubernatorial term is two years in Michigan. Grand Rapids is Mr. Forbes' home town and in private life he is of the Forbes & Belknap Insurance Agency there. Grand Rapids Assn. of Insurance Agents was the sponsoring organization of the banquet, and its president, Walter Corneil, opened the proceedings and then gave the reins to Lawrence W. Smith, of the Grand Rapids law firm of Smith, Strawhecker & Wetmore.

Political Leaders Heard

The speakers included R. J. Hamilton, who is a local agent at Battle Creek and is chairman of the Michigan senate insurance committee; Hale Brake, state treasurer, who said that Mr. Forbes is a valued member of the cabinet because of his effective approach to problems and his endeavor at all times simply to arrive at the right answer; J. Raymond Berry of New York, general counsel of National Board of Fire Underwriters.

Newell Johnson, Minnesota commissioner and former president of N.A.I.C., spoke very graciously and E. M. Griggs of Chicago, associate general counsel of the National Board, voiced his appreciation of Mr. Forbes' character and accomplishments.

Commissioner Pearson of Indiana was on hand, but Insurance Director Parkinson of Illinois, who had planned to attend, found at the last minute he was unable to make the trip.

Regrets Parkinson's Absence

Mr. Forbes in responding, expressed regret that Mr. Parkinson was not there because he said that Johnson, Parkinson and Pearson were key figures in his election as chairman of the executive committee. It was Mr. Pearson that originally proposed Mr. Forbes for the office, it was Mr. Johnson that conducted the campaign, and it was Mr. Parkinson, who was prominently spoken of for the post, who gallantly stepped

aside and declined to permit his name to be placed in nomination.

An attempt on the part of Commissioners Pearson and Johnson to get Mr. Forbes to help finance their trip came off badly from their standpoint. Mr. Pearson wheedled Mr. Forbes into a bet on the Michigan-Indiana game with Forbes giving 21 points. Whereupon Mr. Johnson set out to prove his superior bargaining powers and got a 22 point concession from Mr. Forbes. Then Mr. Pearson, to prove himself a thorough-going Hoosier, made a wager with Mr. Johnson on the outcome of the Purdue-Minnesota game. He tried to make it

unanimous by betting on Notre Dame but he found no one willing to bet against the only major Indiana team that proved to be triumphant.

The appointment of Mr. Forbes for the four year term was confirmed by the state senate during the two-day special session of the legislature.

Upholds 10% Payment

The federal court at Oklahoma City has upheld a contract between Old American Life, a local mutual benefit assessment association, and B. F. Biggers calling for the payment of 10% of

the association's gross premium income until Mr. Biggers had received \$24,000, when the contract would terminate. The contract was in consideration of advances totaling between \$22,000 and \$23,000 to the organization to keep it going. The court held the company still owed Biggers \$5,785 and also held that the 10% contract was not to end when he had received that amount, but that it was a continuing contract.

Kentucky Funeral Directors Burial Assn., with \$150,000 capital has been incorporated at Frankfort, Ky., by Philip Tallafiero, Ray Catherman, Russel Swetnam and some 15 others.



Why is that man with the ball like a New England Mutual fieldman?

Well for one thing, he's out in front and ready to score a touchdown. And secondly, he has had good interference.

For fourteen years New England Mutual fieldmen have had national magazine advertising clearing the way for them. And these same "ball-carriers" are scoring more easily because of this advance work done for them out in the field.

Month in and month out, the impact of this advertising is knocking down objections in the minds of prospects, saving extra interviews and helping to set up sales.

This year our full-page national ads are again appearing in *The Saturday Evening Post*, *Time*, *Newsweek*, and over 40 college alumni publications. Watch for them.

Heads Cashiers



J. I. Oberst, Northwestern Mutual, Atlanta, who was elected president of the Life Agency Cashiers & Office Managers Assn. of the United States and Canada at the recent meeting in Atlanta.

New England Mutual
Life Insurance Company of Boston

George Willard Smith, President

Agencies in Principal Cities Coast to Coast

The First Mutual Life Insurance Company Chartered in America—1835

Indiscriminate Group Sale Perils Agency System — Reno

R. R. Reno, Jr., Equitable Society manager, explained at a luncheon of the group supervisors division of Chicago Assn. of Life Underwriters that the National Association is not waging a war against group insurance, but against mass selling where the employer-employee relationship is not present. Mr. Reno, who is first vice-president of the Chicago association, said that producers are aiming their principal guns against the current common practice of extending coverage to the employees of employers who are members of a trade association on which a master contract is written.

The speaker said that extension of group beyond the employer-employee

bound could add an amount of life insurance not sold nor programmed by the career agent on the life of the average employee which might well threaten the American agency system. This would very definitely not be in the public interest. For example, he said many a young man of modest income owns \$10,000 NSLI and the capital worth of his social security is better than \$10,000. Add to this \$6,000 of group written through an association of which the man's employer is a member and the young man has all he can afford. The life agent cannot be expected to continue to service all the federal and other benefits of this man without compensation. By thus endangering the position of the agent, group insurance, beyond the bounds of propriety, may endanger the agency system and the whole industry structure, thus increasing the possibility of federalization of insurance.

The speaker described himself as very bullish at the present time on the sale of group insurance and said he has pushed its sale among his agents for a number of years.

From his vantage point as member for Illinois of the law and legislation committee of N.A.L.U. and as representative of the Chicago association on the insurance advisory committee of the

Illinois legislature, Mr. Reno pointed out that under the new group life definition in Illinois, group life cannot be written on employees of employers who belong to an association. However, the casualty coverages can be written almost without limitation. Both the life and casualty coverages can be written on legitimate association members, a union or an association of employees with a common employer.

W. F. Shean, Massachusetts Mutual, chairman of the group, made the suggestion, which was informally endorsed by all present, that salaried group field men should have a voice in any industry deliberation about the group definition. He emphasized that a high degree of organization by group men is particularly desirable at the present time when the business still has a lot of the quirks of its comparative infancy to iron out.

View Training Film

Nearly 125 home office and field training executives attended a showing of five personnel training films at the J. Walter Thompson film studio at New York, held under the auspices of Society of L.O.M.A. Graduates.

R. Wilfred Kelsey, Institute of Life Insurance, was guest chairman of the meeting.

Hospital-Medical Forums Slated in Chicago Nov. 17-18

More than 125 accident and health men will attend the hospital and medical insurance forums sponsored by Health & Accident Underwriters Conference at the La Salle Hotel, Chicago, Nov. 17-18.

I. A. Weaver, Secured Casualty chairman of the hospital insurance committee, will conduct the hospital insurance meeting on Monday. Topics for discussion include:

Trends and developments in hospital policies in past three years as indicated by survey being made by the committee.

Rating basis for dependents on family group policies.

Should companies issue family group policies for the wife and children only when the husband has group insurance or Blue Cross coverage through his place of employment?

How far should or do companies go in insuring dependents?

What is the advisable maximum daily room and board benefit?

Comment on various methods for providing miscellaneous hospital expense coverage.

Discussion of straight flat indemnity vs. reimbursement or "expense incurred" types of coverage.

Maternity benefits. Today's trends in Blue Cross insurance.

William Washburn, American Health, chairman of the medical insurance committee, will be in charge of the Tuesday session on medical insurance. Its agenda includes:

Discussion of medical insurance now being offered and experience to date.

Is there a definite present market for this coverage or is the "demand" merely on the part of doctors, editors, and government agencies, rather than the public? Is limited coverage or comprehensive protection desired—for employee only or the entire family? How much premium is salable?

Report on prepayment "medical" care programs sponsored by state medical societies in cooperation with private insurance companies now in operation or about to be launched in Arkansas, Connecticut, Illinois, Maine, Minnesota, Rhode Island, South Dakota and Wisconsin.

H. E. Whiteley to Standard of Ore. Home Office Post

H. E. Whiteley, who resigned as assistant to the president and superintendent of agencies of Central Life of Iowa, has joined Standard of Oregon as assistant superintendent of agencies. He will also assist in the extension of the company's training program for managers and agents that is based upon training within industry techniques.

Mr. Whiteley started in 1928 as an agent for Farmers & Bankers in Kansas. Later he went with Sun Life of Canada, followed by a promotion to agency assistant at Des Moines.

In 1939 he went with Central Life of Des Moines. He graduated from University of Iowa in 1923.

Wis. Nat'l. Mich. Roundup

About 75 representatives of Wisconsin National Life and their wives gathered at Lansing where M. S. Kirkpatrick, Michigan superintendent of agents, presided.

G. A. L'Estrange, vice-president and agency director, in whose honor the October campaign was conducted, expressed his thanks for the response. He announced that life production for October amounted to \$2,573,339 and new A. & H. premiums were \$21,815. October was the largest month in production in both departments in history.

E. H. Metz, agency assistant, led a discussion on the new policies and rate book which will be out the first of the year. A. R. Mason, Flint, was introduced as the one who submitted the largest volume of life business in Michigan during the campaign.

A. L. Senderhau, agency assistant, presented a discussion on "Say It in English". Dr. E. B. Williams, medical director, gave a brief talk.

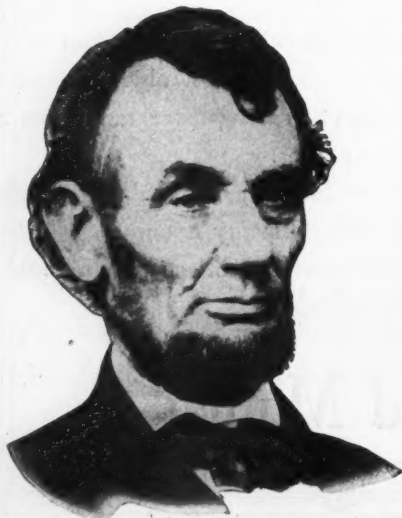
FLEXIBLE FAMILY INCOME

The LNL Family Income Plan helps the LNL man meet his prospect's needs, because it is flexible.

- (1) The special F.I. rider may be added to many types of LNL policies, including retirement plans.
- (2) A *clean-up fund* may be provided or omitted, as desired.
- (3) The plan may provide a monthly income of *either* \$10 or \$15 per \$1,000 of principal contract. This unusual feature allows 50% more income for the same amount of basic contract.

The flexible service which LNL men can offer through this Family Income Plan provides another reason why the recent Job Satisfaction Study showed exceptionally high satisfaction among representatives of The Lincoln National Life Insurance Company.

LNL is geared to help its field men.



Its Name Indicates Its Character

The
LINCOLN NATIONAL
LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

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Tax Consultant Cites the "Common Errors" of Agents

Joe Garrison, a tax accountant, in addressing a meeting of Topeka Assn. of Life Underwriters Saturday, outlined common errors that are made by insurance men taxwise.

Insurance men, he said, are prone to give erroneous advice as to legal and tax matters, especially as to titles, probate procedure and wills. In trying to help the man the agent may be wrecking his estate taxwise after it has been carefully planned from a standpoint of income tax and estate tax saving.

Some of the most common errors in tax advice apply as to family partnerships; taxability of death benefits and interest on death benefits from an income tax standpoint; deductibility of insurance premiums, especially on business insurance; gifts of policies already in force—extremely dangerous from an estate tax standpoint.

Also: Includibility of death benefits from estate tax standpoint, especially overlooking or misinterpreting the indirect payment of premiums provision; taxability of annuities. This is probably due for an overhauling in 1948. With the interest dropping as it has the present method now brings about some very queer results.

Another allegedly common error is to concentrate on selling insurance for savings purposes when it is needed for insurance purposes. Insurance for tax purposes is a field almost untouched. There are times where a man's estate could be insolvent due to a drop in values from the present high level to the date of settlement of the estate tax problem, say by the tax court. Some insurance man would call on this man and sell him a \$1,000 policy on his two year old son and not recognize this serious situation because of his lack of knowledge of the tax laws. This might be called standing on a dollar looking for a dime.

Insurance for conservation of estates is also an almost unworked field, he said. "You sell a man a \$100,000 policy when he is already in a 40% bracket for estate tax. He is paying for \$100,000 in insurance but is getting only \$60,000 to be passed on to his heirs. If you can provide a plan to save the \$40,000, then you have done him a real service."

Business insurance, especially for acquiring the stock or partnership interest of a decedent, is another good field not sufficiently worked. "You sometimes

sell the insurance to the corporation to collect the death benefit and purchase and retire the stock, when under the state law it will be impossible for the corporation to purchase its own stock.

"You sell insurance to young men, not considering the estate tax angle impor-

tant, when with our present high prices he now has, or soon will have, an estate of \$60,000 or over. Consider the man with \$30,000 life insurance, a two bedroom house, and if he should die with two dozen eggs and a pound of bacon on hand he is practically in the taxable group."

The agent, he declared, should prepare himself to give simple tax advice and to recognize a dangerous situation. He should read articles by specialists in this line. He should familiarize himself with the internal revenue code. If

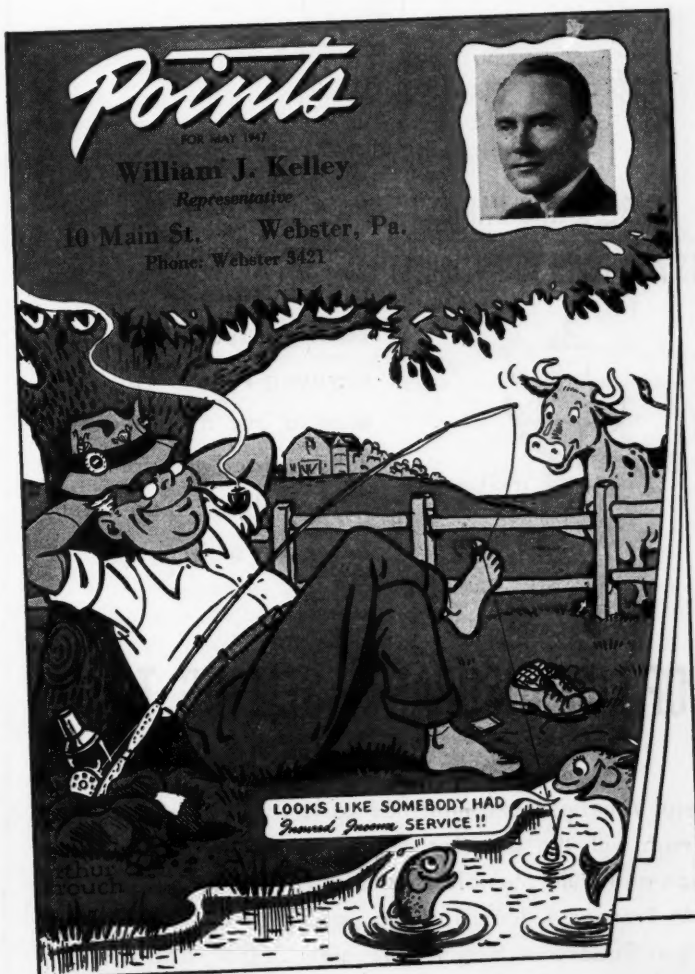
a question comes up on annuities, he should refer to the code and the same thing would apply on other questions.

"You should work on legislation to separate the sheep from the goats and eliminate the goats from your profession," he asserted. "It seems that any shepherd can come to town and become a life insurance man over night. We badly need legislation to set out the man who knows enough about insurance to hold himself out to the public as an insurance man and rid the profession of all others."

Problem:

Every Field Representative has his own personal "public relations" problem—to establish and maintain his reputation as a professional life Underwriter. And we are anxious to help our Representatives solve their problem... to help them achieve prestige for themselves... to assist them in keeping in touch with their clients and friends.

Solution:



One way we have found to help our Field men help themselves is POINTS, the lively little monthly produced in the Home Office for the Underwriter's own mailing list. POINTS goes to each prospect as a personal message from the Underwriter himself. His picture, name, address and telephone number appear on the front cover. Inside there is fast-reading copy on a variety of subjects, with a punch story on a current life insurance topic, such as the value of a college education—the security in a planned life insurance program—the cost of living in relation to life insurance.

POINTS does a good job for our Field Underwriters. Its circulation has doubled in the last three years and now it reaches over 100,000 readers each month.

Three Mortgage Loan Men Advanced by Prudential

Eugene K. Garber and R. T. Bowen have been appointed assistant managers of Prudential's south central mortgage loan branch at Birmingham, Ala. Both had been supervising appraisers at Birmingham. Mr. Garber is a graduate of University of Alabama and he has been with Prudential since 1934, starting as a clerk at Birmingham. He was soon promoted to mortgage loan inspector and in 1946 was made supervising appraiser. Mr. Bowen joined Prudential in 1933 at Memphis as mortgage loan inspector.

R. J. Conklin has been named assistant manager of the Ohio valley branch at Cincinnati. He joined Prudential in 1933 as a clerk at the home office. In 1937 he was transferred to Cincinnati, later becoming mortgage loan inspector and in 1946 supervising appraiser. He will assist in supervising mortgage loan and real estate investment activities in parts of Ohio, Kentucky, Indiana and West Virginia.

Hear Cederquist, Schworm

At the first fall dinner meeting of Buffalo Life Managers Assn., Milton O. Cederquist and Walter A. Schworm spoke.

Our 2nd Century of Service

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

34 Nassau Street, New York 5, N. Y.



Alexander E. Patterson, President

BADGER SOUNDS WARNING**Sees Danger in Shortage of Dollars for Equities**

NEW YORK — There is a growing shortage of dollars for investment in equity securities that business requires for capital expansion, Sherwin C. Badger, 2nd vice-president and financial secretary of New England Mutual Life, said at a meeting of National Assn. of Mutual Savings Banks here.

Mr. Badger said he thought that during the past two years new issues of common stocks have been coming into the market at a faster rate than equity funds have been accumulated. The country may be facing a shortage of capital, and this would aggravate inflation, he said.

Among the risks faced by new investment capital are high taxes, which seem to be set up on the theory that the nation is over-saving and under-spending, though the opposite seems to be true. The great demand for new capital is increasing interest rates on

non-government securities at a time when the yield on governments is pegged, he said. If this drives government bond prices down and if there is subsequent official support of the market, inflationary credit expansion would result.

Program Set for Life Counsel Group

The Assn. of Life Insurance Counsel will hold its annual meeting Dec. 16, at the Waldorf Astoria hotel in New York City.

Included on the program will be an informal panel discussion on the subject, some problems growing out of public law 15, and the reading of papers by Berkeley Cox, associate counsel of Aetna Life, on "Community Property Laws"; and Thomas W. Bullitt, associate counsel for Western & Southern Life, on "Life Insurance Law of Kentucky."

The officers and executive committee of the association hope that this type of program will encourage member participation in the discussion.

Equitable Society Makes Numerous Changes Nov. 15

Equitable Society in connection with its switch Nov. 15 to new premium rates and non-forfeiture values, is making a number of changes in its policy program. The new annual premium rates and values will be based on $2\frac{1}{2}\%$ interest and the new single premium rates and values on $2\frac{1}{4}\%$. The average increase in gross rate for annual premium form is about 5%.

Double Protection Policy

The economic adjustment, special income, special protection, and modified two-whole life policies are being withdrawn, and are being replaced by the double protection to age 65 and modified five-whole life policies.

The double protection to age 65 policy is a combination of ordinary life with an equal amount of term to age 65. The protection prior to age 65 is double the amount after that date. The premiums are reduced at age 65 to the premium for the ordinary life portion. A conversion

privilege with respect to the term portion is included.

The modified five-whole life policy has a gross premium in the first five years approximately equal to 70% of the premium payable after five years. When the increased premium at the end of the fifth year becomes effective, the coverage is whole life protection. However, there is an option at the end of the fifth year to convert the policy without evidence of insurability to a long term contract by the continuation of premiums at the original level. The term period under this option is somewhat longer than the expectancy of life at the age at issue according to the CSO mortality table; it extends beyond the ages at which most people retire.

In lieu of their present family income policy Equitable is introducing a new line of family income riders which will be available for attachment at the time of original issue to all of the standard permanent level premium forms (except retirement income at 55 because of the \$1,500 face amount unit), provided the premium paying period on the basic policy is at least as long as the family income period. The new riders will have coverage and premium periods for 10, 15 and 20 years, and also for a period extending to the policy anniversary at insurance age 65. The coverage to age 65 is an additional benefit which has not hitherto been available. This age 65 rider is not available for the convertible policy, but the other riders are.

The family income rider, in conjunction with the basic policy to which it is attached will provide in case of death during the family income period, for each \$1,000 of face amount of the basic policy, \$10 a month commencing at the insured's death and extending to the end of the family income period, with a minimum of 36 monthly payments being guaranteed, and a single sum payment of \$1,000 when the income payments have been completed. These riders are available only on the new policy forms at the time of issue and will not be available for attachment later to either the new or the old forms.

Retirement Income Policies

The retirement income at 55 will now be available for male as well as female lives. The face amount per \$10 a month of income is being changed under the retirement income at 55 policy to \$1,500 instead of \$1,000 as heretofore. No such change is being made in the retirement income at 60 or 65 plans.

Two new juvenile plans, the 30 payment life and 30 year endowment, are being added to the ordinary life, 30 payment life, 20 year endowment and endowment at 18 plans now available.

Juvenile plans issued at ages 5 to 9 will be level in amount from the start. On juvenile policies issued below age 5 the ultimate face amount will commence on the policy anniversary nearest age 5. Prior to that anniversary the death benefit will be a graded amount of insurance for states other than New York, and a return of premiums with interest for New York policies. The graded death benefit for states other than New York will be \$100, \$200, \$400, \$600 and \$800, per \$1,000 of ultimate face amount, during policy years commencing at insurance ages 0, 1, 2, 3 and 4 respectively.

Because of statutory requirements the new juvenile endowment policies are not available in New York at issue ages 3 and 4 until after Jan. 1, 1948. In Illinois, Michigan and Texas the juvenile policies will now be available at ages below 3.

The supplemental protective benefit rider has been modified so as to cover the total and permanent disability hazard as well as the death hazard. This expanded form of coverage will be issued to male applicants who qualify for disability benefits and who do not attain insurance age 60 before the child attains insurance age 21.

The youngest issue age for the supplemental protective benefit rider has been reduced from 21 to 18.



GIMBELS HAS VARIETY—
FROM POTS AND PANS TO ANTIQUES!



It's variety of appeal that makes Gimbel's, New York, a great store. A woman seeking a spool of thread, a young fellow with the urge to buy a tie, the art collector and the connoisseur of objects d'art meet every day at Gimbel's.

Variety

IS THE SPICE OF LIFE INSURANCE SELLING, TOO!

MULTIPLE LINES**LIFE AND ENDOWMENTS**

Annual—Single Premium

SALARY SAVINGS**ANNUITIES**

Annual—Single Premium

Immediate & Deferred

PENSION TRUSTS**GROUP**

Comprehensive Coverage

COMM. ACCIDENT & HEALTH

Hospitalization

The General American Life man has variety in his selling kit. He's the man with the plan for every need...for every man and woman and child Multiple Lines supply not one but many keys to Mr. Prospect's door. That's a good part of the success story of the General American Life man...that, and alert, responsive home-office cooperation.

....you're always in business with

GENERAL AMERICAN LIFE INSURANCE COMPANY

WALTER W. HEAD, PRESIDENT

SAINT LOUIS

Says 42% of 1946 Recruits Will Be Out by End of '47

Of all agents put under contract in 1946 approximately 42% will be working for somebody else by the end of 1947, said Dr. S. Rains Wallace, research director of L.I.A.M.A., at the annual meeting at Chicago. He said this turnover is the result of a complex combination of the problems of selection, training, and supervision.



In a study of 567 terminators, 261 of whom replied to a questionnaire, there were four things which stood out as unfavorable in their minds: low and uncertain earnings, field training, prospecting help, and public attitude toward their jobs. Dr. Wallace said appraisal of the L.I.A.M. aptitude index, adopted 10 years ago, shows it is still doing a good job despite the change in times but there is still a great deal of room for improvement.

One of the most important things that must be done by agency executives and agency managers in the field of training is intergrading training with supervision.

Persistency of Business Has Effect

There is a direct relationship between the termination rate of agents and persistency of the business they write, Dr. Wallace's studies showed. Ordinary adult policies sold by combination agents are definitely more persistent than those sold by the ordinary agents. The same is true of the juvenile policy.

Juvenile policies are more persistent than adult policies. Policies sold on females are more persistent than those of males.

Discussing studies planned on the characteristics of persistent policyholders, Dr. Wallace referred to the persistency rating chart, which he said rates a man largely on his ability to pay, and which tends to favor the higher-income prospects.

"It is our hope in this study to detect some of those characteristics of the 'little man' who is a good bet to keep his insurance in force," Dr. Wallace said. "We all know that he exists and we admire him greatly. He holds on to his insurance like grim death, believes in his responsibilities to his family and to the future and is willing to make sacrifices to fulfill them."

Responsibility for "Little Man"

"The detection of this man and the distribution of insurance to him in accordance with his needs seems to us to be an important responsibility of the insurance business, and it is our hope that this study will help to increase that distribution."

Dr. Wallace also mentioned plans for study of the life insurance market and of non-persistent and potential policyholders. In pointing out the importance of consumer research, Dr. Wallace said that the basis of executive decisions must rest upon facts which only can be obtained from the consumer himself, since he is the only one who knows what he believes, what he thinks and what he wants and these are things which agency executives must know in order to do the job of selling and service to which they are committed.

Dr. Wallace emphasized that a well rounded research program should be designed to improve the welfare not only of the agent, the agency manager and the public, but also of the companies that distribute life insurance. Studies are therefore being planned in the field

of costs and compensation, together with investigation of new trends and developments occurring in the life insurance field.

Dr. Wallace pointed out that one of the first problems in studying the agent with respect to selection is to determine what is wanted in an agent. He questioned the use of production alone as a basis of an agent's success.

In developing selection tests, it is necessary to know what we want to select for, what kind of man the test is designed to detect, he explained. The

same is true of training, supervision and compensation. We must know what we want the man trained to do; we must know what we are supervising and compensating men for, Dr. Wallace said. He declared, however, that "we cannot wait for an altogether satisfactory definition before we attempt to go ahead with other improvements." He said that it is recognized "what a successful agent is not," and that research could proceed with this factor in mind.

Dr. Wallace said that in a study of people who had lapsed policies without

value in Philadelphia, 52% said in answer to a question that they had received nothing of value from their policies before they lapsed; only 48% recognized they had received protection during the in-force period. Sixty-nine percent believed the company made a profit on them when the policies lapsed.

San Antonio Sales School

The San Antonio agency of Prudential held a two-day sales school and banquet.



HITTING THE BULLSEYE HAS BECOME Habit with Bill

SAYS MRS. W. J. BATEMAN
TARBORO, N. C.



"Bill never overlooks an opportunity to practice his marksmanship. I frequently tease him about 'living, eating and sleeping' with his favorite 22 cal. target rifle. While other wives listen to accounts of their husbands' prowess on the golf course, or the straight-flush held in last evening's poker game, my cross is hearing about the number of times Bill hit dead-center on the target. Is that bad? You bet it isn't!"

"I remember well two 'sure-shots' Bill made that have been high spots in our lives. They occurred when he decided to become a life insurance salesman and chose Minnesota Mutual as the company he would represent. That was twenty years ago."

"Before that momentous decision Bill had left the family farm shortly after we married to take a job with the railroad. Six years later he had advanced to the position of conductor (at a salary of \$125 a month), but was dissatisfied with his opportunities. Meantime the arrival of two daughters had prodded our thinking about providing them with more desirable home surroundings and the financial problem of their education."

Bill's earnings just weren't large enough to cover all of the things we wanted for them.

"Bill's success in selling was almost instantaneous, for he had the equipment he needed—tremendous personal energy, a belief in life insurance and the company's exclusive Organized Sales Plans. In 1942 he was named General Agent at Tarboro."

"Our hopes and dreams for our first two daughters have been realized. They graduated from Virginia Interment; both are happily married and have established homes of their own. We have a younger daughter, Billie, in high school, and a son, William J., Jr., who will have to wait eighteen years or so before deciding whether he wants a life underwriting career."

"But, we are in the business for good. Our son-in-law, Henry Nicholson, gave up a newspaper editorship last January to join Bill's agency. He's doing wonderfully well. So, we are a twenty year old Minnesota Mutual family with every prospect of making the Bateman Agency a continuing institution with the company."

William J. (Bill) Bateman sponsors and uses the exclusive Minnesota Mutual sales accelerators in his agency and in personal selling. At present pace the agency, operating in Eastern North Carolina with no city larger than 13,000 population, will top the million-dollar mark in paid business this year. Bill is a millionaire member of the "M" Club and in 1947 is receiving 10% of first year commissions in extra CLUB CREDITS as a quality award.



HENRY G. NICHOLSON

former editor, became a Minnesota Mutual January 2, 1947. Without previous experience he paid for \$340,000 of new life insurance during his first nine months in selling. He, too, uses the exclusive Minnesota Mutual Organized Sales Plans.

**The Minnesota Mutual
Life Insurance Company**
SAINT PAUL 1, MINNESOTA
Organized 1880

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY
Saint Paul 1, Minnesota

I want to know how Bill Bateman and Henry Nicholson do it. I may be interested. No obligation to me, of course.

Name _____

Address _____

City _____ Zone _____ State _____

EDITORIAL COMMENT

Tribute from an Unexpected Source

A pamphlet entitled, "Buying Your Own Life Insurance," published by the Public Affairs Committee, Inc., of New York City contains some admissions about savings bank life insurance and endorsements of the agency system that are interesting not because there is anything new about them but because the author is so obviously biased in favor of S.B.L.I. The author, Maxwell S. Stewart, of course, touts the low net cost and favorable cash values of S.B.L.I. policies and incidentally mentions that people "have reason to believe in the safety of their savings bank." If Mr. Stewart is really "an expert on social insurance" as the Public Affairs Committee's news release terms him, he should have been too well-informed to fall for the widely held but erroneous belief that assets of a bank's savings department are in any way behind its life insurance obligations.

However, Mr. Stewart's more interesting admissions are these: "Work-class families for whom the insurance is especially, beneficial, have, for the most part, failed to take advantage of this cheap over-the-counter insurance. Even today, many more families are buying high-cost industrial insurance than are purchasing insurance from the savings banks. . . . We are forced to conclude that a great many people simply have not enough foresight to walk into a sav-

ings bank and buy over-the-counter insurance. . . . They need an agent, a payroll deduction plan or some other device to compel them to take the most elementary precaution for the protection of their families."

In this connection Mr. Stewart states that "paradoxically the chief weakness of savings bank life insurance arises from the source of its greatest strength—the lack of a sales organization." This astounding discovery is about like saying that an automobile can be built much more cheaply by leaving out the engine but that such a vehicle would get the weakness of not being able to get very far under its own power.

Like most S.B.L.I. enthusiasts Mr. Stewart overlooks the fundamental idea that insurance is suppose to insure. If the late Justice Brandeis, whom the S.B.L.I. zealots still venerate as the founder of savings bank insurance, was the practical idealist he is credited with being it is difficult to imagine him being very much gratified at a system which has succeeded in reaching such a trifling percentage of those for whom it was primarily intended. Some day, when the S.B.L.I. do-gooders can stop marvelling at a plan which "saves" the agent's commission they may wake up to the fact that an agency plan is as important to insurance as a power plant is to an automobile.

Neglected Prospects — a Challenge

One out of every five of the applicants for savings bank life insurance has never been called on by an agent of a regular company, according to Dr. J. Owen Stalson, management consultant of New York City. This is a statistic for life companies and their agency forces to chew on. In view of the very thorough coverage given by the industrial companies it seems incredible that at any such percentage could fail to be solicited at one time or another but Dr. Stalson is a conservative and scholarly man. He was formerly with Home Life of New York and his findings cannot be written off as a distorted conclusion aimed at discrediting the life insurance business.

Perhaps the reason why so large a percentage of S.B.L.I. applicants had never been called on by a regular agent lies in the fact that they were not within the usual orbit of ordinary agents and that the industrial agents who may have called at their homes dealt mainly

with the women of the household and did not call at times when the breadwinner was at home. Another possibility, in view of the low level of competitive tactics that some savings banks have employed, is that the bank clerk who took the application phrased his question on this point in such a way as to elicit a negative answer.

But even with all reasonable allowances, the 20% figure constitutes a real challenge to the regular life insurance business and to the agency system. Perhaps an answer can be found or perhaps it may be decided that, all things considered, there is no need to do anything about seeing that the unsolicited 20% are approached by a life insurance salesman. It is certainly true that every one of the S.B.L.I. applicants who said they had never been approached by a regular agent walked into the banks under their own steam and could just as readily have walked into an agency of a regular company where, after the as-

tonishment had subsided, they would have been able, if qualified, to buy insurance and in addition have the benefit of an agent's advice.

In the ordinary field, it has always seemed unfortunate that there is such a concentrated descent by agents, on the more obvious prospects while many who also have a real need for insurance are neglected because none of the usual systems of prospecting happens to bring an agent to call.

In view of the slackening of the sales pace and the emphasis that is being given to recruiting to maintain volume the bombardment of the target risk will probably continue more intensively. It does not appear that any sales system is introducing a plan for reaching the ones who are now overlooked, although the growing popularity of salary savings plan offers one means of soliciting many prospects who would not otherwise be reached by any agent, certainly not by any ordinary agent.

Perhaps through life underwriters associations it might be possible to arrange to have everyone solicited by an agent periodically, perhaps once a year. What has to be borne in mind is that

with the agent's improved and more professional standing a call by an agent can rightly be considered a service and not an ordeal. Years ago the fact that any sizable percentage of the citizenry had not been called on by an agent would be a cause for humorous congratulations at having escaped so long. Now, however, it is likely to be looked upon as an indictment of a system which operates in the public interest and yet zeal in bringing its blessings to all who fails to exhibit the same missionary need it as to the more obvious prospects.

To leave any sizable segment of prospects unsolicited gives ammunition to the proponents of savings banks life insurance and over-the-counter insurance plans. Possibly nothing effective can be done to take care of the prospects that nobody sees, but it would seem that this conclusion should be reached only after a serious effort has been made to remedy the situation. If the decision is that there is no answer the reasons behind that decision should be set forth in such a way as to beat the advocates of over-the-counter methods to the punch.

PERSONAL SIDE OF THE BUSINESS

Philip K. Robinson, vice-president of Northwestern Mutual Life, has been elected chairman of the Milwaukee county chapter of American Red Cross.

Everette S. Francis, assistant actuary of the Virginia department, and Jacqueline Renaud, daughter of Monsieur and Madame Marcel Renaud of Paris, will be married in January. They met while he was a captain of infantry with the American forces in France, for a time

stationed at Versailles with supreme headquarters. He is a graduate of Virginia Polytechnic Institute and has been with the Virginia department since 1938. The wedding will be in the American Pro-Cathedral, Church of the Holy Trinity, Paris.

Earl B. Brink, Michigan state manager for United Benefit Life and Mutual Benefit Health & Accident, has returned from a five-month tour of Europe,



"INSURANCE WORKS LIKE THAT. IT CHANGES MONEY INTO PROTECTION MANY TIMES THE INVESTMENT."

THE NATIONAL UNDERWRITER

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where he was commissioned to make colored movies for Films of the Nations in New York. He was accompanied by Mrs. Brink. He took 23,000 feet of colored film in Sweden, Norway, Denmark, Germany, Netherlands, Belgium, France, and Switzerland.

At present, he is considering an invitation to join an expedition to South America to take pictures in unexplored regions.

Louis Meister, Mutual Life, Hartford, has already qualified for the 1948 Million Dollar Round Table. It is his fifth consecutive year of qualification. He has, in only two months, qualified for Mutual's Top Club.

Laurence B. Soper, assistant secretary of the accident department of Connecticut General Life, has been elected secretary of the Hillyer College board of trustees.

DEATHS

Chester W. Snow, recently retired as manager of the real estate department of Boston Mutual Life, with which he had been associated for 39 years, died at his home in Melrose, Mass. He was a graduate of Northeastern University law school.

Harry E. Johnson, 75, secretary of Phoenix Mutual Life for 27 years before his retirement in 1945, died at his home after a short illness. Mr. Johnson's normal retirement date was in 1943 but at the request of President Collens, he stayed on to help out during the war. He was also secretary of the board and treasurer of Phoenix Mutual Benefit Assn.

Born in Washington and educated there, he went to Hartford in 1898 and joined Phoenix shortly afterwards. In 1900 he was named cashier, and in 1909 assistant secretary.

Frank M. Flynn, 47, Hollywood representative of the Payton, Dunn & Bare agency of New England Mutual Life at Los Angeles, died of a heart attack. He had been with New England Mutual more than 20 years.

Ind. Farm Bureau Rally

The annual agents' convention of the Indiana Farm Bureau companies was held at Indianapolis, with more than 300 in attendance.

Hoosier Farm Bureau Life now has in excess of over 45 million of business and is currently writing over \$1 million a month, entirely in Indiana. The paid-for business for the first 10 months of 1947 was 28% more than for the same period last year.

In addition to outstanding talks by Farm Bureau representatives, the keynoter was Keith S. Smith, premier producer of John Hancock Mutual Life at Kankakee, Ill.

Both of the companion companies, Farm Bureau Mutual and Farm Bureau Fire & Tornado, operate in rural fields and are experiencing the best year in their histories.

Hassil E. Schenck is president of all three companies and Edward D. Stevens sales director, while the life, auto and fire companies are managed by Morley H. Ringer, Jack J. Rosebrough and J. King, respectively.

Has \$2½ Billion in Force

Penn Mutual now has \$2½ billion of insurance in force. The two billion mark was passed in 1941. It took 64 years to reach the first half billion, but only six to get the latest half billion.

Record Month for Guardian

Guardian Life's field force set a production record during October, with total new business of \$21,658,504, more than \$4,300,000 above the previous best month.

The Detroit agency led with 303% of quota; Minneapolis ranked second with 253%.

New England Mutual Names Crosby Seattle Manager

New England Mutual Life has appointed Gordon E. Crosby, Jr., agency manager in Seattle, effective Dec. 1. Charles J. Frisbie, general agent, retires to devote more time to his large personal clientele. He will remain as associate general agent.

Mr. Crosby joined New England Mutual in 1945 at Knoxville, Tenn., and led the agency during his first year. Last November he transferred to Oakland, Cal., and became agency supervisor. He had an outstanding combat service record in the submarine branch of the navy as



G. E. Crosby, Jr.



C. J. FRISBIE

a lieutenant on the submarine "Archer." He is a graduate of the University of Missouri.

Mr. Frisbie, a graduate of the University of Michigan, started with New England Mutual in 1922. After 13 years of field work, he was appointed general agent in 1935. During war II, he served in Alaska as commanding officer of the naval base at Seward. At the time of his release in 1945 he held the rank of captain.

He has been general agent for the entire state of Washington.

Innis in Galveston Post

Seth Innis has been appointed assistant manager to head the new Galveston office of Prudential, operating under A. T. Everett, manager of the Houston agency. Mr. Everett soon will open a sub-office at Texas City, which also will be supervised by Mr. Innis.

Mr. Innis has been in the insurance business in the Galveston area since 1941. He is president of the Junior Chamber of Commerce in Texas City, where he was voted the "outstanding young man of the year" in 1946.

Hal P. Campbell Resigns

Hal P. Campbell resigned as executive vice president and agency director of Great Lakes of Elgin, Ill. He plans to return to his home at Oklahoma City and a new connection will be announced later.

Lamar Names Dr. Thompson

Dr. Wildridge Clark Thompson of Jackson has been appointed as acting medical director of Lamar Life.

THERE'S LIFE IN THE BERKSHIRE

"This is the complete kit of up-to-the-minute practical sales tools designed expressly to help you get business. You will find this material immensely helpful in obtaining live leads, paving your way to sales interviews and in closing business."



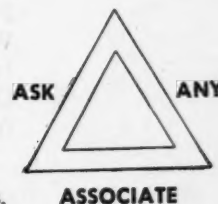
YES, the Manual of Sales Literature is an up-to-date catalogue and ready reference file of printed sales tools which have met the test of proved results.

Samples of all printed pieces available to Berkshire Associates are classified and filed according to the twenty-three basic needs for life insurance, with an explanation of the purpose of each item and suggestions as to how it may be used most effectively.

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INCORPORATED 1851

HARRISON L. AMBER, President

PITTSFIELD, MASS.



LANDMARKS OF DISTINCTION



ATLANTIC LIFE INSURANCE COMPANY

Organized, 1899—Richmond, Virginia

[Lighthouse at Cape Henry, Virginia—the old lighthouse being the first established by the United States Government on the Atlantic Seaboard.]

Directing the Way Toward Financial Security Since the Turn of the Century

ACCIDENT AND HEALTH

G. H. Knight Raps Federal Compulsory Health Schemes

DENVER — Proposed federal legislation to provide the nation with full accident and health insurance will "oil the road to communistic government in the United States," Gilbert H. Knight of Cleveland, president National Assn. of Accident & Health Underwriters, declared at the regional sales congress here. He condemned the Wagner-Murray-Dingell bill as "another bureaucratic scheme being foisted on the already-sick-of taxes public." He declared "it is paternalism of the first order intended to expand social security so that everyone in the country can get benefits for accidents and sickness at the expense of his neighbor."

Mr. Knight said that the accident and health business now has expanded until 75 million Americans are covered by this type of insurance. He pointed out further that the proposed legislation will gouge "another 12% off the workers' pay rolls," while the tax burden is already heavy.

Other speakers were E. F. Gregory,

Denver, Business Men's Assurance, first vice-president of the National Association; O. J. Breidenbaugh, its executive secretary; C. B. Roth, Denver; C. H. Goodson, World, Denver, who presided at the meeting; O. K. Johnson, B.M.A., Albuquerque, and R. J. Costigan, Kansas City, former National president.

Chicago A. & H. Association Tops Field in Membership

By adding 51 new members the past month in an aggressive membership drive under the direction of Harold L. Bredberg, secretary of the association and chairman of its membership committee, Chicago Accident & Health Assn. has forged to top place among all local associations in the National association in point of membership with a total of 168 as of Nov. 1. The drive is being continued, with a membership of 250 as the goal.

Chicago, which was in sixth place a month ago, displaces Cleveland, which has held top ranking most of the time for a number of months. Milwaukee, Philadelphia and Cincinnati continue to

hold their respective rankings to complete the top five.

The big membership gain made by the Chicago association reflects the new spirit and increased interest in the work of the organization generated under the dynamic leadership of President Jay DeYoung, Continental Casualty, and the excellent programs arranged by Vice-president B. H. Groves, Travelers.

Excellent progress is being made in the plans for the dinner which the Chicago association is giving Nov. 18 in honor of Insurance Director Parkinson of Illinois and ticket sales are close to the capacity of the room where the dinner will be held.

Rogers Urges Agents to Support "Wisconsin Plan"

MILWAUKEE—The Wisconsin approved plan of prepaid hospital and surgical care insurance developed by private insurers in cooperation with the State Medical Society of Wisconsin is one of the most unique and far-reaching plans that has been or will be developed, John D. Rogers, resident vice-president of Continental Casualty told the Accident & Health Underwriters of Milwaukee, pointing out that it covers non-occupational surgical, medical, obstetric and hospital insurance on a low cost basis for groups or individuals.

Reviewing the development of the accident and health insurance business, Mr. Rogers said policies are based on a demand from the public. The success of workmen's compensation insurance he said, led to a demand for prepaid hospital, medical and surgical insurance. He reviewed the way this demand was taken up by a "group of weird-thinking political opportunists" in the development of the governmental health insurance idea.

In Wisconsin he said, this problem was approached jointly by the State Medical Society and various insurance companies operating here. Since then an almost identical plan has been perfected in Rhode Island and no less than 10 other similar state plans are in the process of being completed at the present time.

Year's Results Reviewed

The Wisconsin plan has now been in operation slightly more than a year. During that period, up to Sept. 1, 67,104 persons have been covered by the plan, producing \$613,240 of earned premiums, with total benefits incurred of \$490,275.

"Mr. John Q. Public has been sold on the idea of prepaid hospital, medical and surgical insurance," Mr. Rogers said. "The idea is sound—he has a right to it—the demand is here. It is the obligation of the insurance industry to supply this demand because, if we fail agencies of some kind will do the job. Once they prove their ability to handle one branch of our business, they will quickly absorb more and more of our industry."

"You have at your disposal in the Wisconsin plan the only opportunity available at present to say to your clients within liberal income brackets: 'No matter what the cost of surgery to you and your family, we will pay the bill in full.' This message should be relayed to every person in your community. They should be made fully aware of the fact that you, as an insurance agent, can do more for them than any agency or bureaucrat has yet been able to do, and that you can do it right now."

Penalized for Vexatious Delay

St. Louis court of appeals, affirming a decision by the city circuit court, has held that tender of a check for a total disability claim does not relieve an insurer of a 10% vexatious delay penalty where the tender is made conditional on the insured's dropping his claim for subsequent partial disability. The case is Burneson vs. Massachusetts Bonding. Burneson, a carpenter, was injured in a fall from a scaffold. He also sought a vexatious delay penalty on the partial disability payments but this was not allowed by the lower court, although the amount claimed was awarded on both partial and total disability.

CHANGES

Columbian National Life Names Two Agency Heads

Columbian National Life has appointed Benjamin Rothschild general agent at Utica and E. T. Turner manager at Los Angeles.

Mr. Rothschild was formerly with the Manhattan Life and more recently was an agent of Columbian National at Syracuse.

Mr. Turner, former associate general agent succeeds Robert F. Coffman, who moved to Long Beach, Cal. Mr. Turner, an outstanding producer, has represented Columbian National in Los Angeles since early 1945, when he moved from Wichita, Kan. Prior to joining the company at Wichita, he has been with Prudential at Dodge City, Kan.

Pilot Life Fills Three

General Agency Posts

Pilot Life has appointed A. G. Daniel, T. M. Harrison and Q. V. Martin as general agents at Atlanta, Jackson, Tenn., and Huntington, W. Va., respectively.

Mr. Daniel has been in the life business in Atlanta, his home city, his entire business career except for six years in the army. Mr. Harrison has been representing the Pilot and is president of the Jackson Life Underwriters Assn. Mr. Martin is president of the Huntington Life Underwriters Assn.

Two New Ia. Assistants

Fred Van Rhee, Des Moines manager of Prudential, announces that Lloyd T. Mansfield and Alto E. Anderson, special agents, have been appointed assistant managers. Mr. Mansfield, formerly at Sioux City, has been transferred to Des Moines. Mr. Anderson, formerly at Lakota, will be transferred to Mason City, Ia., where the company will open an office shortly.

Constitution Enters Ore.

Constitution Life has entered Oregon to write life, health and accident and has appointed as general agents E. S. Lindley of Portland, and J. J. Kamerman of Eugene, Ore.

Mr. Lindley has been with Mutual Benefit Health & Accident at Portland for five years and Mr. Kamerman has been its district manager in Lane county for eight years.

Stroud in Lansing Post

James Stroud has joined the staff of Northern Life of Canada at Lansing, Mich., as manager of the business insurance department. Robert E. Cook is agency manager.

Royal E. Meyer, general agent at Manitowoc, Wis., of Old Line Life, has appointed Mrs. Margaret M. Vogelsang as district agent.

COMPANY MEN

A. L. Pearson of Northern Life Returns to Field

A. Linus Pearson is returning to the field after a year's service as assistant vice-president of Northern Life of Seattle. For the past year he has been in organization work in the midwest, and will now be connected with the home office agency.

Mr. Pearson is a life member of the Washington state Quarter Million Dollar Round Table, a member of the Million Dollar Round Table in 1946. He has also been an active accident and health producer, being eight times a "Hoodoo Day" award winner and a

REINSURANCE

OF ACCIDENT AND HEALTH LINES

Principal Sum and Weekly or Monthly Indemnity features Double Indemnity for Accidental Death

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BOSTON, MASSACHUSETTS

BUILT ON INTEGRITY . . . GROWING ON SERVICE

A NEW ENGLAND INSTITUTION

member of the Leading Producers Accident & Health Underwriters. He of America course, and later was active in its educational work.

Four Advanced to New Posts by Sun Life of Canada



H. P. THORNHILL

A. M. CAMPBELL

F. J. CUNNINGHAM

J. A. McALLISTER

Sun Life of Canada has advanced H. P. Thornhill to 2nd vice-president. He continues to hold the title of treasurer. A. M. Campbell, F. J. Cunningham, and J. A. McAllister have been promoted to assistant general managers but retain their titles of actuary, secretary, and director of agencies, respectively.

Mr. Thornhill joined Sun Life in 1923 as assistant treasurer. He became treasurer last year. A native of Warwickshire, England, he went to Canada in 1907.

Mr. Campbell joined Sun Life in the mathematical department in 1928, following graduation from Aberdeen University with honors in mathematics. He became assistant actuary in 1934, associate actuary in 1940, and actuary in 1946. At the beginning of the war he was loaned to the foreign exchange control board of the Dominion government to organize an insurance branch. Later he served overseas with the artillery. He

is a fellow of the Institute of Actuaries of Great Britain, and of both American actuarial societies. He is president of the Canadian Assn. of Actuaries.

Mr. Cunningham began his Sun Life career in 1922 following graduation from McGill University as medalist in civil engineering. He became chief clerk in the mathematical department in 1925, assistant actuary in 1934, and secretary in 1938. He is a fellow of both American actuarial organizations. He is president of the Montreal Board of Trade.

Mr. McAllister was educated at University of Alberta. He joined Sun Life in 1924 as an agent in Edmonton and served as inspector of agencies, superintendent, and three years ago, director of Sun's worldwide agency forces. He

is a past president of the Life Agency Officers Assn., past chairman of the Canadian Life Officers Assn. agency section, and a director of L.I.A.M.A. He served overseas during the first world war.

SALES MEETS

Old Line Life Agency Heads Discuss New CSO Basis

General agents of Old Line Life attended a meeting at the home office in Milwaukee to discuss with officials details of the adoption of the CSO mortality table and valuation method, effective Dec. 1, with interest at $2\frac{1}{4}\%$ on participating plans and $2\frac{1}{2}\%$ on non-participating plans.

Old Line Life also is providing for payment of full death benefits on juvenile policies, beginning at the age 1, which previously were on graded benefits at death, as well as discontinuing the deductions from death claims of any unpaid balance on an annual premium for the policy year in which insured dies.

Kan. State Farm Roundup

The State Farm companies held a Kansas roundup at Wichita with about 100 district managers and agents in attendance. William Z. Johnson, Wichita district manager, was in charge. Don Ross of "Successful Farming," Des Moines, spoke. The slogan, "A Billion or More in '54" was adopted for the life agents.

Mutual Has Kansas Rally

Mutual Life held an agency meeting at Wichita under the direction of Percy Gibson, Kansas manager. It was announced that Keith Hayes, Hutchinson, had qualified for the Top Club meeting at Lake Louise and 19 others for the National Field Club meeting at French Lick.

Hold Regional at Roanoke

More than 50 field supervisors, state agents, and managers of the Farm Bureau companies of Ohio from 12 states and District of Columbia attended a three-day meeting at Roanoke, Va. Bowman Doss, vice-president, presided.

COMPANIES

Issue Examination Report on North Am. Accident

Assets of North American Accident of Chicago at Dec. 31, 1946, amounted to \$15,043,546, capital was \$750,000, reserve for interest fluctuation \$60,000 and net surplus \$833,084, according to a report of an examination that was conducted by Illinois, Massachusetts, Maryland, Georgia, Texas and Idaho. Claims are paid in accordance with policy provisions, the examiners state. Since acquisition of the ordinary life business from Eureka-Maryland Assurance, the life insurance in force has increased from \$69,979,926 as of Oct. 1, 1945 to \$76,932,595 as of Dec. 31, 1946.

Official Staff

George F. Manzelmann is president, A. E. Forrest, Jr., vice-president and secretary and Robert D. Wisely, vice-president and treasurer.

North American paid Eureka-Maryland \$600,000 cash and undertook to pay Eureka-Maryland one-fourth participation in yearly mortality savings on ceded policies (except group) for a seven year period commencing Jan. 1, 1946, the

Service

The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

Our Life and Accident and Health policies are salable and provide maximum coverage and protection to policy owners. Liberal agency commission contracts enable field representatives to build for the future.

We place a high value on human relationships as well as service.

**WISCONSIN NATIONAL
LIFE INSURANCE COMPANY**
Oshkosh, Wisconsin

THE combination of company-wide team-work, effective sales aids and up-to-the-minute training methods spells successful careers for our Fieldmen.

The Ohio National Life Insurance Company, Cincinnati, Ohio.

maximum total payment to be \$300,000 on this account.

In the accident and health department, net premiums written a to \$7,277,261.

New Highs for Old Line Life

With eight out of nine months in 1947 showing increases in sales of new life insurance over the same months last year, Old Line Life's total this year was 16% ahead of 1946. Accident, health and hospital premiums gained 39%.

Life insurance in force Sept. 30 was \$112,709,629 and assets reached \$34,749,179, both new highs. President J. H. Daggett told the directors that while a slight increase was noted in life terminations compared to a year ago, they are still at a satisfactory low. Payments to policyholders and beneficiaries for nine months totaled \$1,700,385.

Cal. Mutual to Convert

California Mutual Life of Oakland has been granted permission by Commissioner Downey to change over to a legal reserve life company and to issue 50,000 shares of stock.

It has been operating as a small regional mutual for 27 years. It has about \$4,200,000 insurance in force. When the new financing is completed it

will have \$300,000 capital. The shares will first be offered present policyholders.

Southern National Expands

Capital of Southern National Life of San Antonio is being increased to \$250,000 and net surplus to \$500,000.

James B. Roark has been elected a vice-president and a director. F. R. Hierholzer has been named agency director and M. P. Wilson, superintendent of agents.

Don Emmick becomes manager of the investment department. H. B. Zachry has been elected a director.

Celebrates Fourth Year

Forest Lawn Life, Glendale, Cal., celebrated its fourth anniversary with a birthday party at the home office, attended by about 100 agents and their wives. More than 100 applications were presented to L. E. Doyle, vice-president and agency director. In its fourth year the company showed a gain in insurance in force of about 30%.

Citizens L. & C. Buys Building

Citizens Life & Casualty has purchased a two-story apartment building, Los Angeles, and will spend \$100,000 to convert it into a home office building.

MANAGERS

Agency Heads Hold Richmond Session

Charles W. Campbell, home office manager Prudential at Newark, addressed the first session of the N.A.L.U. general agents-managers area conference in Richmond. Herbert R. Hill, Richmond manager Life of Virginia and N.A.L.U. trustee, presided.

Mr. Campbell described the process of building an agency, stressing that the agency system must be modernized to meet the challenge of changed conditions in the post-war era.

Paul Speicher, Research & Review, Indianapolis, addressed a luncheon meeting of the Richmond Assn. of Life Underwriters, and also the afternoon session of the conference. He talked at the luncheon meeting on "Time to Grow Up."

Mr. Hill said it was hoped to hold the area conference annually. Theme was agency building and training agents. The second-day session was given over to discussion of methods of training agents.

Speakers and subjects were: Ward Phelps, director of training, Mutual Life, "Training an Ordinary Agent;" A. Rogers Maynard, superintendent of agencies Metropolitan Life, "Training on the Debit;" Lee Searcy, assistant secretary Life of Virginia, "Training the Trainer;" Horace R. Smith, Purdue University, "Campus Training." A summary was given by Paul Speicher.

At a social hour, visiting general agents and managers were guests of the Life Agency Managers Assn.

Tell Results of Survey

SEATTLE—Results of a survey on what the public thinks of life insurance and its public relations efforts were told Monday at a luncheon meeting of the Life Managers Assn. by Jack Grover, sales executive of Foster & Kleiser, and Paul Weaver, public relations counselor of the American Legion here. They conducted the survey for two weeks here recently.

Stotz Chicago Speaker

The Life Agency Managers of Chicago Nov. 26 will hear a talk by Raleigh R. Stotz, Grand Rapids, Mich., general agent Mutual Benefit, on "Agency Building." He has won wide recognition in management work.

Minneapolis Cashiers Meet

The Minneapolis Life Agency Cashiers Assn. held its monthly meeting at the Northwestern National home office, the cashiers being guests of the company at luncheon. Afterward the group was taken on a tour of the building. President Ronald G. Stagg of Northwestern National was a guest at the business meeting.

Cummings at Milwaukee

Harold J. Cummings, president of Minnesota Mutual Life, addressed Milwaukee Life Managers & General Agents Assn., Thursday evening on "As a Man Thinketh."

Nelson Addresses Detroit Cashiers

Harry J. Nelson, manager of the policy department at the home office of Mutual Trust Life spoke on "Processing an Application in the Home Office," before a crowd of 200 at the first in a series of four educational meetings sponsored by the Life Agency Cashiers Assn. of Detroit and Windsor. William D. Hooper, manager of the Detroit office of Retail Credit, discussed inspections.

There were 46 life offices represented.

Dr. John L. Humphreys, medical director of Reliance Life, will address the luncheon meeting of the Pittsburgh Life Supervisors Club Nov. 17 on "Modern

Medicine and its Effect on Underwriting."

AGENCY NEWS

Mutual Benefit to Fete Remmel at Little Rock Nov. 17

Mutual Benefit Life will hold a luncheon in Little Rock Nov. 17 for General Agent Pratt Remmel of that city. Attending from the home office will be W. Paul Stillman, chairman; Dr. Walter A. Reiter, vice-president and medical director; H. Bruce Palmer, superintendent of agencies; Richard E. Pille, associate superintendent of agencies, and John O. Wilson, assistant superintendent of agencies.

Mr. Wilson will be master of ceremonies and Mr. Palmer will give the principal address.

Mutual Benefit entered Arkansas last August at which time Mr. Remmel was appointed general agent.

White at San Francisco

George Avery White, president of State Mutual Life, while in San Francisco was honor guest at a luncheon attended by company agents and brokers. The affair was arranged by Harold Stribling, San Francisco general agent. Mr. White outlined some of the past year's operations, business trends and the outlook for the future.

Has \$100 Million in Force

The William Eugene Hays agency in Boston has entered the select "\$100 million in force" class of New England Mutual Life by posting a net gain of more than \$9 millions the first nine months of 1947. It is the second agency in the company's 112-year history to achieve this feat.

Course for Okla. Agents

A course in business insurance and advanced salesmanship is to be presented to Oklahoma agents of New York Nov. 17-18 at Oklahoma City, arranged by W. P. Stagg, state manager. Classes will be conducted by Joe Harring of the home office and Earl H. Howbert of St. Louis.

Honor Nashville Manager

Frank C. Womack, Nashville manager of Life & Casualty, was honor guest at a testimonial dinner attended by 100 of his associates. Sidney Keeble, general counsel, was master of ceremonies and President A. M. Burton was one of the speakers.

C. L. U.

Kaufman and Koon Speak

Dan A. Kaufman, Northwestern Mutual, Indianapolis, and Archie M. Koon, Equitable Society, Bloomington, Ind., were discussion leaders at a dinner meeting of the Indianapolis C.L.U. Mr. Kaufman's subject was, "Making Friends for Life Insurance," and Mr. Koon spoke on "Clientele Building."

C.L.U. Class at Wheeling

A C.L.U. class has been organized at Wheeling, W. Va., with 12 members. The instructor is Dr. R. H. Kyler, professor of economics of Bethany College, Bethany, W. Va.

Campbell at Richmond

Charles W. Campbell, Prudential, Newark, addressed the Richmond C.L.U. chapter at a dinner meeting.

Postpone Chicago Conference

Chicago C.L.U. chapter has postponed its economic conference from Nov. 19 to Jan. 27. Date selected for the fall party is Dec. 5.

YOUR CHOICE Of the following PREFERRED RISK POLICIES

ORDINARY LIFE
20 PAYMENT LIFE
ENDOWMENT AT 65
LIFE PAID UP AT 65
Minimum Amounts \$2,500

General Agency Openings in

ILLINOIS — INDIANA — MINNESOTA

RELIANCE MUTUAL LIFE INSURANCE COMPANY

of Illinois

NORMAN B. ANDERSON, Supt. of Agents

105 W. MADISON STREET

CHICAGO

An Old Line Legal Reserve Company

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Sound business management and very low mortality have given Lutheran Mutual the distinction of being one of the very lowest net cost companies in the United States.

Inquiries, regarding agency openings, are invited from Lutherans.

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CHICAGO

Lorraine Sinton on Job After 15-Month Absence

Lorraine Sinton of the Paul W. Cook agency of Mutual Benefit Life in Chicago has returned to work as brokerage manager after an absence of 15 months due to an eye injury. A retinal detachment resulted when a telephone receiver she was hanging up struck her head. While the operation for detached retina was not successful Miss Sinton has sight in one eye and this is likely to improve. She can read but does not strain her eye with small print. She is fully able to do training and educational work.

After receiving treatment for her eye injury in Chicago she went to San Francisco and was there nearly five months at the Leland Stanford hospital. She and her mother returned to Chicago Oct. 1. Miss Sinton expects to work part-time this month and afterward hopes to do a full-time job.

It was at Mr. Cook's suggestion that Miss Sinton went into the life insurance business with the A. A. Drew agency which preceded the Cook agency. They met when Mr. Cook and Miss Sinton were taking the same course at the University of Chicago. Miss Sinton took over the agency house organ and learned the business thoroughly. She became head of the sales promotion department as well as mastering the personal production side. She is on the board of the Chicago C.L.U. chapter, is a former director of the Chicago Life Underwriters Assn., and is the author of a book, "Practical Prestige Building." She has addressed many insurance bodies and has written articles for insurance papers. She is in her second year as a quarter million dollar producer.

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SATURDAY FORUM SUBJECTS

Subjects for the next series of Saturday morning sales forums to be conducted in February have been selected by the Chicago Assn. of Life Underwriters, which will sponsor the meetings. The subjects in sequence are: "Personal Efficiency and Planning"; "Programming for the Middle Income Class"; "Risk Selection and the Field

Underwriter"; "The 1948 Market." Speakers are to be announced in December.

Gerard S. Brown, Royer agency of Penn Mutual, is chairman of the education committee which is in charge of arrangements.

SCHEDULE SEVERAL PARTIES

The Life Agency Supervisors of Chicago have scheduled their annual party for Dec. 18 at the Electric Club in the Civic Opera building. General agents and managers will participate. There is to be a dinner and entertainment. The Life Agency Cashiers' dinner party will be held Dec. 16. The Chicago Life Insurance & Trust Council will have a luncheon meeting Dec. 9.

GROUP COVER FORUM DEC. 2

A forum on sales opportunities in group insurance is scheduled for the afternoon of Dec. 2 in the Chicago Board auditorium, Insurance Exchange building, Chicago, under the joint sponsorship of the Insurance Brokers Assn. of Illinois and the "Employee Benefit Plan Review." Eight speakers will discuss the new opportunities for selling group life, disability and hospitalization in view of the reduction of the group minimum to 25 lives.

FOWLER'S RECORD IN CHICAGO

E. S. Fowler, general agent New England Mutual Life in Chicago, determined that he would have \$1 million a month agency all through 1947 and he now is fulfilling the record for the year. Mr. Fowler landed in Chicago about 37 years ago, resigning as superintendent of agents of State Mutual to take the general agency of New England Mutual in Chicago.

NEW YORK

BERMAN AGENCY LUNCHEON

The Samuel Berman agency of Security Mutual Life of New York was the host at a luncheon for about 25 people. Speakers included Mr. Berman, N. T. Carson, assistant superintendent of agencies, and Frank Byrne, home office representative in New York City. The theme stressed was company plans and those of the agency for the coming year. Special emphasis was placed on the success attained by the agency during the past year and the goal set for 1948.

FEDERATION MEETS DEC. 10

The annual luncheon of Insurance Federation of New York will be held Dec. 10, with State Senator Walter J. Mahoney, chairman of the special joint legislative committee on insurance rates and regulations, as speaker. His committee meets in New York on Nov. 13-14. Robert V. Branion, manager of the eastern department of Zurich is chairman.

HONOR N. Y. LIFE DEAD

New York Life paid tribute Monday, to its 2,142 employees and agents who served in the recent war when a memorial plaque was unveiled and dedicated in the lobby of the home office.

Present at the ceremony were the families of some of the 45 men and women who lost their lives during the war. The names of these casualties are listed on the bronze plaque that depicts American fighting men of various branches of the armed and auxiliary services.

John S. Sinclair, executive vice-president of New York Life, made the dedicating speech.

COMPANY HONORS SMERLING

At a dinner at West Hartford, William C. Smerling, manager of the Madison avenue branch for Connecticut General, was presented a certificate of achievement by his company for the outstanding accomplishment of his agency the previous year. F. Hobert Haviland, vice-president, alluded to the

fine record of the agency, organized in 1944 which today ranks sixth among all agencies.

ACTUARIES MEET DEC. 3

The annual joint meeting of the junior and senior branches of the Actuaries

Club is scheduled to take place Dec. 3 at the Hotel Martinique in New York City. Milton J. Goldberg of Equitable Society is program director for the December meeting, which will be devoted to humorous stories, music by local actuaries, dinner and bridge.

NEWS OF LIFE ASSOCIATIONS

Peoria Gathering Program Ready

Program details have been completed for the gathering of life men at Peoria Nov. 20-22 from all parts of the state in the semi-annual meeting of the Illinois Assn. of Life Underwriters, the annual Peoria sales congress, and the association conference and meeting of the Illinois Round Table. Headquarters will be Hotel Pere Marquette.

An officers conference will be held starting at 2 p. m., Thursday, with Illinois and local association officers with N.A.L.U. officials attending, including Jul B. Baumann, the new president. Earl M. Schwenn, Great-West Life manager, Chicago, Illinois association president, will be present.

Annual Managers Session

This conference will continue until noon Friday, when the Illinois Round

Table will have a luncheon. The annual gathering of general agents and managers will be in the afternoon, with three speakers: H. J. Cummings, president Minnesota Mutual Life; Eric Bell, state director State Farm Mutual Life, and W. E. North, New York Life manager in Chicago. The round table also will have a program with speakers.

A cocktail hour will precede the fellowship dinner which is scheduled to be attended by Director Parkinson from Springfield and other department officials; Robert Mehr, director of the insurance department at University of Illinois, and others.

The sales congress of the Peoria association will be held all day Saturday. Robert W. Leu will preside and President Baumann of N.A.L.U. will discuss "Our Responsibilities Today." He is general agent of Pacific Mutual at Houston.

A panel of three Illinois personal producers will include W. O. Richards of John Hancock at Macomb, on "How

OUR SIXTY-FIRST YEAR

They Satisfy



"BANKERS Life of Nebraska is the kind of company that fully realizes the mutual responsibility of man to company—and company to man. A man can expect no more than that—but he should expect that kind of relationship—and he gets it with Bankers of Nebraska. Any man, willing to pay the price with effort to reach his objectives, will find the answer with Bankers Life of Nebraska. I came to this Company because that opportunity existed. Today that opportunity has increased and it will continue to increase in the future."

(Quoted from a letter directed to the Home Office by Howard E. English, General Agent at Chicago.)

Ask any Bankers Life of Nebraska man what HE thinks about HIS future—and you'll see what we mean.

Home Office—Lincoln, Nebr.

Bankers Life
INSURANCE COMPANY
OF NEBRASKA

PROGRESSIVE EASTERN COMPANY REQUIRES:

PLANNING ASSISTANT:

Complete knowledge home office and branch office operations; accounting experience essential; some planning experience desirable; heavy travel first two years; \$4500.00.

PERSONNEL ASSISTANT:

Knowledge job evaluation essential; training experience desirable; for branch office program requiring heavy travel two or three years; \$4200.00. Our employees know of this advertisement, so reply in detail in complete confidence. Box No. N-85, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

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offers all this to
GENERAL AGENTS...

TOP COMMISSIONS

Sterling pays you 60% on Lifetime Income A & H—\$53.40 on an \$89 initial premium. Sterling pays bigger commissions on all policies.

POLICYHOLDERS LEADS

All current policyholders—thousands of them in each territory—enough leads to keep you busy for years. DAILY EXPERIENCE IN OTHER AREAS SHOWS SPECTACULAR RESULTS.

PRODUCTIVE ADVERTISING

Most aggressive, lead-producing advertisers in the insurance field... radio, national magazines, newspapers, millions of direct mail pieces... TO GET VOLUME DIRECT LEADS at minimum cost.

LIBERAL VESTED RENEWALS

Your stake in the future increases day by day, your income grows and grows because of the liberal vested renewals.

WHOLE-HEARTED CO-OPERATION

Unsurpassed in the insurance business... complete, effective, PERSONAL, constant co-operation to help you build your business big and fast.

Do You Know the STERLING of Today?

Over \$3,500,000.00 surplus for protection of policyholders.
Over \$5,000,000.00 cash benefits already paid.
400,000 Sterling-protected men, women and children.
Claim payment record second to none.
Recommended by Best's.

ACT TODAY!

This is the kind of opportunity that comes along once in a lifetime. Sterling General Agencies are ready now in OHIO, IOWA, KENTUCKY, and MISSOURI... ready for the best men in the field, for men who have proved records of success and who are ambitious to step into big time with a proposition that means MORE MONEY today and for years to come. We have top value contracts in all popular forms of protection: life, commercial H & A, hospitalization, lifetime income, doctors bills. Write for full information in complete confidence. Address Mr. L. A. Breskin, President, Sterling Insurance Company, 737 N. Michigan Avenue, Chicago 11, Illinois.



STERLING
INSURANCE COMPANY
CHICAGO

"as solid and genuine as its name"

and Why I Sell Farmers;" R. D. Walter, Prudential, Peoria, "Sales and Service on a Debit;" E. G. Zandt, Connecticut Mutual Life, Peoria, "Specializing in the Urban Market." Dr. Howard Bowen, dean of the college of commerce, University of Illinois, former economist for the Irving Trust Co., New York City, will speak on "Business Trends."

George C. Treadway, association president, will preside in the afternoon session, at which Roe Walker, district agent Northwestern Mutual, Bloomington, member Million Dollar Round Table in 1946, will talk on the "Fundamental Steps in the Sales Process" and Mr. Cummings on the subject, "Ykcul Apdnarg." This will be a homecoming for him, as he formerly was a Peoria agent.

Kansans Pick Hutchinson for 1948 Annual Meeting

Hutchinson was selected for the annual meeting and sales congress of the Kansas Assn. of Life Underwriters in May, 1948, at a meeting of the directors at Topeka. Carlton Armour, Northwestern National, president of the Hutchinson association, was named general chairman. Don Mitchell, New York Life, Wichita, and Elliott Belden, Franklin Life, Salina, will assist. A new streamlined constitution was submitted by William Moore, Pacific Mutual, Wichita, immediate past president, and was adopted subject to ratification at the annual meeting.

The Kansas Life Leaders Round Table will hold its annual meeting at Wichita Nov. 15. Featured will be a panel composed of State President Louis B. Smith, Equitable Society, Topeka; Paul J. Allen and George Benson, both with Equitable of Iowa, Topeka.

Leave Money Under Options, Investment Banker Advises

DALLAS—An endorsement of life insurance settlement options that had particular force because the speaker is an investment banker was given at the Dallas Assn. of Life Underwriters meeting by D. Gordon Rupe, Jr., head of Dallas Rupe & Son of Dallas. Mr. Rupe emphasized that income under settlement options is more advantageous to a beneficiary than the return from a similar sum handled individually and said that he and his firm could not manage a fund over a period of years in a manner to assure the beneficiary the guaranteed income comparable to that offered in a life insurance policy. He illustrated the practice of his preaching by revealing that his late father's insurance had been left under the life income option for his mother.

Mr. Rupe's topic was, "Why I Buy Life Insurance." He discussed not only his personal insurance but also business insurance, group insurance, and a pension trust established in his investment firm.

John P. Costello, National association trustee, reported on the Boston N.A.L.U. convention, stressing the objectives which the national organization has for the benefit of the street agent.

Pa. Sales Congress Goes on Road from Nov. 18 to 21

Plans have been completed for the annual sales congress of the Pennsylvania State Assn. of Life Underwriters and the Quarter Million Club at Scranton on Nov. 18; Allentown, Nov. 19; Altoona, Nov. 20, and Erie, Nov. 21. Sessions will last all day and there will be a luncheon at each stop. Mornings will be devoted to forum discussions of the state community property law.

In the afternoon the speakers are Harold J. Cummings, president Minnesota Mutual, "Grandpa Lucky"; Commissioner Malone of Pennsylvania, "The Underwriter's Responsibility to

the Insuring Public"; Clement J. Clarke, Jr., Philadelphia attorney, "Pennsylvania Community Property Law," and Lloyd H. Feder, Reliance manager at Cleveland, "Money For Sale." At Erie, Cornelius Scheid, New York Life, Cleveland, will occupy the spot Mr. Cummings fills at the other meetings, and will discuss "Ideas That Sell Life Insurance."

Six Get C.L.U. at L. A.

LOS ANGELES—The C.L.U. designation was conferred on Margaret Blankenship, R. S. Albritton, F. E. Crumly, John F. Normanly and Robert L. Mennis by John P. Williams of American College at a joint breakfast meeting of the Los Angeles C.L.U. chapter and Life Underwriters Assn. of Los Angeles.

Jack White, Prudential, chairman of the membership committee of the Life Underwriters Assn., said it is the job of his committee not only to conserve membership, but to get sufficient new members to beat Pittsburgh for third place among local associations in N.A.L.U.

Bruce E. Bare, president of the C.L.U. chapter, introducing Mr. Williams paid tribute to the late John Newton Russell for his work in founding the C.L.U.

Buffalo—"Tomorrow's Market" is the subject of an address by Vincent B. Coffin, vice-president of Connecticut Mutual, at a luncheon meeting Nov. 20.

Columbus—The fall seminar is being held Friday. Luncheon speaker will be Horace R. Smith, of Purdue University. Three members of the association will speak at the seminar. Robert L. Sander, National Life & Accident, will talk on "Turning Marginal Time Into Dollars;" Robert C. Bradley, New York Life, "Prospects Are Where You Find Them," and Oscar E. Carlin, "Motivating Ideas Make the Difference."

Pittsburgh—H. Bruce Palmer, superintendent of agents of Mutual Benefit Life, addressed a luncheon meeting. M. Jay Ream, general agent of Mutual Benefit and president of the association, introduced Mr. Palmer. The speaker said there is no problem too great for the scope of man's mind, if that mind will accept that problem as its own, and not blame everybody in the world for the ills that surround him.

Topeka—At a breakfast meeting Joe Garrison of Garrison & Gresser, Topeka accountants, spoke on "Common Errors Made by Life Insurance Agents Tax-wise."

San Francisco—Three producers who have been in life insurance less than two years and who have made outstanding progress will speak at the Nov. 20 luncheon meeting. They are Ruth I. Kaiser, Crown Life; Raymond E. Giorgi, Union Central, and R. A. Ketterbaugh, California-Western States Life.

George A. Glover, veteran agent of Equitable Society, discussed business insurance at the Nov. 13 luncheon meeting of the women's division.

San Rafael, Cal.—A group of life men in Marin county, Cal., who are non-resident members of the San Francisco association are organizing into an affiliated unit under the leadership of Albert Whale, New England Mutual Life. The unit will be a part of the San Francisco organization.

Kansas City—Amendments to the by-laws were voted upon at the Nov. 13 meeting. Chief provisions were to allow for election of a state committeeman and to provide four additional standing committees.

Frank M. See, general agent New England Mutual, St. Louis, spoke on "The Golden Era for the Life Underwriter."

North Dakota—Herbert G. Nilles, Fargo attorney, spoke on wills, trusts and estates at the monthly meeting at Fargo. He emphasized that farmers today have an estate tax problem because of increase in land values and recent bumper crops.

Adrian, Mich.—Charles E. Brown, Grand Rapids manager of Mutual Life, addressed a luncheon meeting.

Milwaukee—Tyer Sawyer, Mutual Benefit Life, Miami, Fla., formerly of the Frank Hughes agency in Milwaukee, spoke on "Prospecting." Assisting in the program were four local men: Ray Mertz, Mutual Life; William Froelich, Old Line

Life; George Lord, Acacia Mutual, and Leonard Mack, Metropolitan.

Oklahoma City—Quan Lun Ching, president of the Hawaii association, will speak Nov. 18 on "The Road to Million Dollar Production."

He is one of the top producers of Prudential, having written \$1 million or more every year since 1943. He is a member of the Million Dollar Round Table.

Lafayette, Ind.—Isaac S. Kibrick, New York Life, Brockton, Mass., spoke at a meeting held in conjunction with Purdue University's life insurance marketing school.

Jackson, Tenn.—Charles Hancock, tax counsellor, spoke on "Taxes as Related to Life Underwriting."

Chattanooga—Kenneth Piper, vice-president and actuary of Provident Life & Accident, discussed the new mortality tables which become effective Jan. 1.

Detroit—Business men were invited to a luncheon to learn of new applications for life insurance as they apply to partnerships, corporations and sole proprietorships.

Guest speaker was M. M. Matson, Mutual Benefit Life, Cleveland, who talked on "Fundamentals of Business Insurance."

Kokomo, Ind.—Herbert Havens, Indianapolis manager of Western & Southern Life, was the speaker. New officers were installed and 13 new members inducted.

Elmhurst, N. Y.—C. Sumner Davis from the home office of Provident Mutual Life talked on "Prestige Prospecting."

Binghamton, N. Y.—Frederick D. Russell, president of Security Mutual Life, and Charles W. Summers, humorist, spoke at the annual dinner and dance. National quality awards were presented. The qualifiers were introduced by Frank J. McManus, regional vice-president of the New York State association.

Harry W. Stanley, veteran Wichita general agent of Equitable Life of Iowa, is reported recuperating from an operation in a Philadelphia hospital.

HALF a CENTURY of
50th
Anniversary
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American Mutual Life Insurance Company
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Des Moines, Iowa

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RECORDS

LUTHERAN MUTUAL—A special campaign honoring President Voecks produced \$3,069,300 in issued business in October. This was 41% over the previous high of May, 1947. Production for the year is 15.6% ahead of 1946.

CONTINENTAL ASSURANCE—October total was \$13,659,325, a new record. New business for the first 10 months exceeds by over \$2 million the entire volume of 1946 and is more than 100% ahead of 1945. There was no campaign or extraordinary promotional stunts. "It was simply a case of our producers returning to their territories from our regional conventions in September enthused, determined to do a job and doing it as it was never done before," according to Vice-president Howard C. Reeder.

EQUITABLE OF IOWA—Largest October business in its history, totaling \$11,349,765. New business for year to date totals \$96,008,095, and life insurance in force now totals \$897,656,795.

NATIONAL LIFE OF VERMONT—Passed the \$900 million mark in insurance in force. October production was \$11,739,383, a gain of 19%. For the first 10 months production was \$101,564,293, a gain of 12.5%. The October gain in in-force was \$8,838,068, and for the first 10 months the gain was \$75,778,286.

FRANKLIN LIFE—October sales totaling more than \$17 million set a new record and brought the year's volume to more than \$133 million. The October figure represented a 20.3% increase over the same month last year. First year cash premiums for the month showed a gain of 16.3% over October last year, while total premium income was \$1,935,927, up 25.7%.

Ransome Williams, manager of South Carolina, led with \$319,500 in new sales.

Find Conflicting Views on Mass Selling Issue

(CONTINUED FROM PAGE 3)

cater. They need involved insurance programs and the services of the professional agents.

Novel Suggestion

As for the others in the population who have insurance as a protective measure and never amass any great holdings one group man offered a novel suggestion. He said that group insurance would not be less costly than ordinary life in the future, and that in the place of agents, companies would set up central offices for information and programming group policyholders' needs. This office would answer all the questions that normally go to the agent, it would be responsible for providing a program for each certificate holder under the master policy and on the basis of the program, directing anyone who might want to buy additional personal insurance to an agent who would be a member of a small professional agency force. For those who do have a substantial amount of group insurance, the group men recommend more settlement options.

In some cases, agents have endeavored to set themselves up as just such a service officer. Having sold a group case, many agents make arrangements to interview every employee. Often the agent receives an office and a secretary from the employer for this purpose. Each employee gets an appointment and the agent prepares a program for him and on the basis of that program sells individual insurance to the employee. This policy might soon lead to the point where the agent would have to hire an assistant to process employees

and do programs, while the agents simply interviewed likely prospects and wrote applications.

Along the same line, group men point out that a logical step in the spread of group insurance is an application on the part of employees for group insurance policies covering their wives and children. Hospitalization and accident and health policies have gone this far.

Actuarial Problem

Group men say that they see little difference in the risk involved in insurance issued to a firm where an employer-employee relationship exists and to an association of storekeepers, a business man's association, or a group of farmers in a locality. Naturally the actuaries would have the final say on such an insurance proposal and the full burden of the premium would have to be carried by the insured, but the group men point out that this seems to be the type of coverage the people want and it should be supplied to them.

Suggests Use of Training Plans from Other Fields

(CONTINUED FROM PAGE 1)

tion, but he doubted whether any responsible field executive or field man would be content today to have his work classified solely as a sales activity.

In so far as the public is concerned, he said, agencies are also service offices and the volume of service has been growing steadily. This is shown dramatically by the change in the ratio of ordinary and industrial insurance in force to new business written. In 1920 the ratio was 4.3 to 1; in 1930, 6.2 to 1; in 1940, it was 9.7 to 1 and Dec. 31, 1946 it was 6.9 to 1. Everyone agrees, said Mr. North, that the policyholder in the future is going to need and expect more in the way of service than in the past and as an important factor in rising cost it is an item essential to include in research and exploration of field expense.

Mr. North quoted from a paper presented by Vice-president Roger Hull of Mutual Life at the American Life Convention meeting recently in which he said that the National Assn. of Manufacturers members spent an amount equal to three-tenths of 1% of sales on market research, exclusive of advertising or sales promotion but that life companies fell far short of this amount, even basing it on new premiums. Mr. North said this was a thought-provoking matter but he felt sure that L.I.A.M.A. members have the imagination under which to answer it constructively. He said that today in the protection of human life values, life insurance occupies a preeminent position but will continue to do so "only so long as we continue to deliver a service which the public feels is worth the price." Mr. North quoted a statement by Professor Sumner Slichter of Harvard to the effect that the American economy has the tremendous advantage of having so many million separate business enterprises, all of which may be the starting point for important innovations. Mr. North said that every agent too, in the presence of a prospect or policyholder is an innovator and it is management's responsibility to see that he gets proper encouragement, management and supervision.

Record Turnout for L. I. A. M. A. Parley

(CONTINUED FROM PAGE 1)

ner of former executive committeemen and the old Life Agency Officer's Assn.

Vice-president Cecil J. North of Metropolitan Life gave his presidential report as head of L.I.A.M.A. in which he stressed particularly the possibilities of progress in educational and training techniques. He was the opening speaker Wednesday. The other speaker at the opening session was Reese H. Taylor, president of Union Oil Co., Los Angeles.

Mr. Taylor declared management's greatest challenge is to master the techniques of living happily with employees. American industry has done an amazing job of mastering the techniques of research, production, distribution, marketing, etc., but knows very little about people. The communists and fellow travelers wouldn't have gotten very far if they were not only adding fuel to a fire that already existed, discontent of the worker with his job, because he failed to feel identified with the work effort. He said that only when a group is producing enough to have some leisure time of its own can it enjoy old

age pension, education, public health, the arts and other social goals.

E. R. Breech, executive vice-president Ford Motor Co., was the luncheon speaker, his topic being, "Let's Talk American." The afternoon was given over to an institutional discussion forum with Vice-president Dudley Dowell of New York Life as chairman. The presiding officer was Charles J. Zimmerman, assistant managing director of L.I.A.M.A. This forum had as panel members the heads of various insurance organizations and several foreign insurance men, who answered a wide variety of questions on their respective activities.

Mr. Breech's address was a plea for the desirability of spreading the American gospel of free enterprise abroad where people are being asked to listen to a language of defeatism and discouragement from people who do not know what America is all about. He pointed out that government-regulated manufacturing as practiced in some countries has theoretical advantages but lacks the all-important incentive factor.

That evening there was an informal



You Listened Once... but

You'd Laugh TODAY

Remember those scratchy old records you played on the big-horned "family pride"? They're gone, given way to clear-toned recordings and the modern radio. You will find similar development in today's Calculator...the fully automatic Friden. REPLACE with FRIDEN...and eliminate errors. Save time and money by using exclusive Friden Methods, developed to produce only accurate useful answers... speedily. Ask for a demonstration on all types of your figure work problems.

Frident Mechanical and Instructional Service is available in approximately 250 Company Controlled Sales Agencies throughout the United States and Canada.

FRIDEN CALCULATING MACHINE CO., INC.
HOME OFFICE AND PLANT • SAN LEANDRO, CALIF., U. S. A. • SALES AND SERVICE THROUGHOUT THE WORLD

OPPORTUNITY

Perhaps you are about 35 and have had a successful sales background in Life Insurance. You may be a C.I.U. or a potential one and possibly have a flair for teaching and training others. Your present situation in an agency or Home Office training staff may not present the chances that you desire for advancement.

An old New England life company has an unusual opportunity for such a man who will receive adequate compensation with an opportunity to progress and will direct our well-established training program.

You may write in complete confidence as our people know of this advertisement.

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reception with President William M. Dewey of the Edgewater Beach hotel, as host. Later there was a dinner and meeting for representatives of combination companies, with John F. Ruehlmann, vice-president of Western & Southern as chairman.

The second day's session started off with two distinguished speakers from outside the life insurance business: A. C. Nielsen, president of A. C. Nielsen Co., who talked on marketing research and its promise for life insurance. Mr. Nielsen directs some 1,700 people in the world's largest marketing research or-

ganization. He is the developer of a system for testing how many consumers are induced to buy a particular product and of an electrical device which measures the number of radio sets tuned into each program.

Dr. Dwayne Orton, director of education of Internal Business Machines Corp., talked on the salesman's role. Before serving in his present post, he was educational consultant for the civil aeronautics administration and is the author of numerous articles on education and social welfare matters.

Final morning speaker was Dr. S.

Rains Wallace, Jr., director of research of L.I.A.M.A. whose subject was, "Research—The Basis of Decision."

Thursday's luncheon speaker was Carrol M. Shanks, president of Prudential, who talked on agency management and research.

The executive session was held Thursday afternoon with Mr. North presiding. That evening there was a dinner for L.I.A.M.A. members having less than \$150 million ordinary in force, with F. D. Russell, president Security Mutual Life of New York, as chairman. Thursday morning there was a breakfast for member companies operating in Canada at which Canadian recruiting was discussed by Dr. Wallace. J. A. McAllister, assistant general manager and director of agencies of Sun Life of Canada, was chairman.

The final session Friday will open with a talk entitled "Leading From Strength," by Jul B. Baumann, Pacific Mutual, Houston, N.A.L.U. president. R. Leighton Foster, general counsel Canadian Life Officers Assn., will talk on life insurance and public relations in Canada. J. Reuben Clark, Jr., first vice-president Beneficial Life of Salt Lake City, will speak on "Let Us Have Peace." Final speaker of the morning will be John Marshall Holcombe, Jr., managing director of L.I.A.M.A. His talk will conclude the annual meeting but in the afternoon there will be a session for companies writing accident and health and ordinary insurance, beginning with a luncheon. F. Hobert Haviland, vice-president of Connecticut General is chairman. Speakers will be R. H. Belknap, director of agencies Occidental Life of California, who is chairman of the L.I.A.M.A. committee for companies A. & H. and ordinary, G. A. L'Estrange, vice-president and agency director of Wisconsin National Life, who will discuss level vs. graded compensation; Travis T. Wallace, president of Great American Reserve, who will talk on the combination contract; and J. W. Sayler, vice-president in charge of sales Business Men's Assurance, who will discuss policy provisions.

Discussion Forum

Members of the institutional discussion forum were: Robert L. Hogg, American Life Convention; Eugene M. Thore, Life Insurance Assn. of America; Bruce R. Power, Canadian Life Officers Assn.; Frank L. Rowland, Life Office Management Assn.; C. Russell Noyes, Phoenix Mutual, Life Insurance Advertisers Assn.; Vincent B. Coffin, Connecticut Mutual, mass coverage committee; Raymond C. Johnson, New York Life, education and training com-

mittee; Clyde F. Gay, John Hancock compensation committee; Holgar Johnson, Institute of Life Insurance; James E. Rutherford, National Assn. of Life Underwriters; A. Gordon Naim, Canadian Life Underwriters Assn.; E. L. G. Zalinski, Life Underwriters Training Council; Harold R. Gordon, Health & Accident Underwriters Conference; Raymond H. Belknap, Occidental of California, A. & H. committee; H. G. Kenagy, Mutual Benefit Life committee on relations with universities; A. C. S. Eagles, Crusader Insurance of England; David L. McCahan, American College of Life Underwriters; J. F. Follmann, Jr., Bureau of A. & H. Underwriters; Martin B. Williams, Industrial Insurers Conference.

Don Alford Assigned to Prudential Home Office

Donald K. Alford, assistant manager of the LaSalle ordinary agency of Prudential in Chicago, has been appointed by the company as associate regional manager assigned to supervise the ordinary agencies in the southwest division. He will take his new post in the head office at Newark Jan. 1.



Don K. Alford

Mr. Alford is a graduate of the Northwestern University commerce school and joined Manager A. Van Goldman in the LaSalle ordinary agency about 11½ years ago. He was appointed agency assistant by Mr. Goldman in 1936 after a brief but successful period as agent, and became assistant manager in 1938.

Mr. Alford is past president of the Life Agency Supervisors of Chicago, one of the early C.L.U. holders and was in the navy as a lieutenant (j.g.) for 21 months, seeing service in the Pacific.

Wis. National Mich. Agents Celebrate Record October

The Michigan agency force of Wisconsin National Life met at Lansing for a luncheon celebrating production of \$1,309,086 of new business during the October campaign in honor of G. A. L'Estrange, agency vice-president. It set new monthly production record for the Michigan agents. There were 53 agents and 17 wives on hand.

M. S. Kirkpatrick, Michigan superintendent of agents, presided and talks were given by Mr. L'Estrange, A. L. Senderhauf and Ernest T. Metz, agency assistants, and Dr. E. B. Williams, medical director. In addition A. R. Mason, E. G. Cross and J. W. Sauder, the three leading producers, gave inspirational talks. Nine agents produced from \$50,000 to \$85,000, 14 agents from \$25,000 to \$50,000 as well as a large volume of accident and health business.

Ditmars N. J. Speaker

New Jersey Accident & Health Assn. will hold its annual meeting Nov. 18 at Newark.

Fred A. Ditmars, Massachusetts Mutual Life, president of the Life Underwriters Assn. of Northern New Jersey and president of the Life Insurance & Trust Council of North Jersey, will speak on "Screwball Selling."

National Old Line Life of Little Rock is now a member of the Assn. of Life Insurance Medical Directors. The company has been an associate member since 1937 and the recent election of Dr. R. E. McLochlin, medical director, makes the company a full member of the organization.

Recipe for the Prime of Life Insurance

Take a sound "old-line" company—one that is at least ninety-nine years old.

Add an alert, well-knit sales organization—one backed by a strong, forward-looking management in the Home Office.

Season with a young, progressive spirit—one which has a true record of pioneering for nearly one hundred years.

Result:

UNION MUTUAL—a company which provides you with a complete personal insurance program which you may offer to your clients with confidence and pride.



UNION MUTUAL
Life Insurance Company
PORTLAND MAINE HOME OFFICE

Rolland E. Irish, President
Harland L. Knight, Agency Vice-President

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LIFE REINSURANCE

North American Reassurance Co.

LAWRENCE M. CATHLES, President

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Dobbs Speaks at Atlanta

Joseph N. Dobbs, claim supervisor Mutual Benefit H.A., discussed claim work among insurance companies at the October meeting of the Atlanta A.H. Underwriters Assn. President Alton Sanders, Great Northern Life, outlined the program for the winter months and told of plans for the Atlanta sales congress Nov. 14.

Ott Agency Holds Conference

Members of the A. V. Ott agency of Equitable Society in New York city attended an educational conference at Atlantic City recently. Present from the home office were H. A. Yoars, vice-president; Leslie Scott, superintendent of group sales; and T. J. Burns, New York cashier.

Ohio State 9-Month Report

Ohio State Life reports new business written the first nine months of \$17,668,470. Assets reached \$42,078,621, an all-time high, and insurance in force, \$177,374,916. More than 50% of the new business written and insurance in force is in Ohio. The Columbus agency, headed by R. G. Leuzinger, is the leading agency.

Agency Building Seminar

BOSTON — New England Mutual Life's fourth agency building training seminar was conducted at the home office, with Homer C. Chaney, director of agencies, as chairman and 14 general agents and supervisors participating. Home office executives and members of the agency department led discussions and clinics.

Has Fine First Year Record

An outstanding first year production record is being compiled by Herman C. Neuweiler of Reno, Nev., a member of the Jack H. Rowe San Francisco agency of Bankers Life of Iowa. Mr. Neuweiler has passed the \$1 million mark in new business for the year to date on Sept. 30 and now has a total of \$1,114,000. He joined the Rowe agency in November last year.

Staffing Western Head Office

Prudential has appointed seven southern California residents to the staff of its newly established western home office. They are now engaged in an administrative training program being conducted at the home office in Newark. Upon completion they will be assigned to supervisory positions in the new Los Angeles office. All are veterans of the recent war.

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Insures
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President
L. J. BAYLEY
Secretary
HOME OFFICE—SYRACUSE, N. Y.

Adopted Sister Excluded as NSLI Beneficiary

An adopted sister cannot receive proceeds of a National Service life insurance policy, the federal court at Pittsburgh has ruled. In *Carpenter vs. United States* the court stated that by the act of Aug. 1, 1946, Congress amended the act of 1940 dealing with NSLI, omitting the provision in the 1940 act that the term "child" shall include an adopted child. The court took this as indicating Congress' intent to adopt the rule of some states that a brother or sister cannot inherit from an adopted brother or sister.

Issue Modern Woodmen Examination Report

Assets of Modern Woodmen at Dec. 31, 1946, were \$138,070,421 and unassigned funds were \$10,050,380, according to the report of an examination that was conducted by Illinois, Delaware, Montana, Texas and Florida.

There are about 2,219 field representatives of whom 32 are state managers, 389 district managers, 401 field agents, 153 special agents and 1,244 local agents.

Maximum retention is \$10,000 and the minimum policy is \$500. Insurance in force was \$527,512,556 and there were 433,146 certificates in force. In the adult department there were 372,012 certificates and \$467,817,565 insurance, and in the juvenile branch 61,134 and \$59,694,991. There was a net increase of \$9,048,258 insurance in 1946.

Terrett Goes With Earls Agency

George Terrett, formerly in the Connecticut Mutual home office and with the agency at Springfield, Mass., has been named office manager of the William T. Earls agency of Connecticut Mutual at Cincinnati. He was an aerial gunner in the China theatre in the last war.

"L'Estrange Month" Sets Records

Wisconsin National Life broke all records in the life and A. & H. departments during October "L'Estrange Month," honoring G. A. L'Estrange, vice-president and agency director.

New life business totaled \$2,570,000, exceeding the previous high month in 1945 by 19%. A. & H. premiums were \$21,848, up \$3,000 or 16% from the record last year.

Philadelphians Honor Parkinson

More than 150 Equitable Society agents from the Dickenson, Fink and Dougherty agencies of Philadelphia attended a dinner in honor of President Thomas I. Parkinson. R. Graeme Smith, director of agencies, presided. Mr. Parkinson spoke on inflation and the need for monetary reforms. The dinner marked his 20th year as president.

Dr. George H. Williamson, Neenah, Wis., chief medical examiner and vice-president of Equitable Reserve, and Dr. M. A. Cunningham, Janesville, associate chief examiner, were honored at the annual convention of the Wisconsin Medical Society held in Milwaukee by being admitted to the "50 Year Club," composed of members who have been practicing for at least 50 years. Dr. Williamson, who is 79, has practiced 53 years, and Dr. Cunningham, 83, for 51 years. Dr. Cunningham was chief medical examiner of Fraternal Reserve until its merger with Equitable Fraternal Union under the present title of Equitable Reserve.

Sam J. Hendrex of Southwestern Bell Telephone Co., Tulsa, and Ray W. Johnson, implement dealer of Pond Creek, Okla., have been elected directors of Commonwealth Life of Tulsa.

Eighteen agents from 13 agencies of Bankers Life attended a senior sales training school at the home office.

The GOLDEN GATE is OPEN WIDE in CALIFORNIA

A golden opportunity awaits at the Golden Gate. California is now the second state in population, and the Bay Area of San Francisco and Oakland has enjoyed its full share of the tremendous increase in recent years.

To serve these new and growing families, more qualified life underwriters are needed in this area where working conditions are most pleasant . . . and where the New England Mutual Life Insurance Company has two progressive agencies.

DAVID S. KAMP
General Agent
600 Mills Building
SAN FRANCISCO

FRANK W. DEDMAN
General Agent
1404 Franklin Street
OAKLAND

1947 — FORTIETH ANNIVERSARY — 1947

IDEAL for Career Men

Protective Life announces a new
Compensation Plan for its Field Force,
including: —

- Liberal first-year and renewal commissions.
- Vested Renewals.
- Life-time service commissions.
- Retirement Plan.
- Group life insurance.
- Hospitalization and surgical benefits.

General Agency Openings for qualified Life Underwriters
in Kentucky, Texas, Georgia and Tennessee.

PROTECTIVE LIFE
INSURANCE COMPANY



WILLIAM J. RUSHTON
President
BIRMINGHAM
ALABAMA

Insurance In Force Over \$280,000,000

POLICIES

S.B.L.I. Payor Benefit

HARTFORD—The Connecticut savings bank life insurance system has brought out a payor benefit, which provides that, on the death of the premium payer, the bank will waive all future premiums on the child's policy until the child reaches age 25. The benefit can be added to all types of policies written on children from one month to 15 years.

Continue Dividend Scales

Pan-American Life and Woodmen of the World Life, Omaha, will continue their 1947 dividend schedules throughout 1948. California Western-States will use the same schedule beginning Jan. 1, and until or unless changed.

N. E. Course for Cashiers

A new training course for New England Mutual Life agency cashiers will open Nov. 17 at the home office, with G. E. Perino, company auditor, as chairman. Company executives, department heads and members of the auditing department will lead discussion and clinics featuring techniques to be used in serving both policyholders and agents.

Cup for Top Mutual Life Man

The outstanding agent of Mutual Life will henceforward receive a silver trophy awarded on the basis of his value to his agency, his activity in civic affairs; his participation in N.A.L.U. and the amount of business he has paid for in relation to the number of years he has been with the company.

Jacob W. Shoul of the Boston agency and nine other past presidents of the National Field Club are responsible for the new award, which will be presented annually at the meeting of the Top Club. The winner will hold the cup for one year.

Two More Companies Are Placed on CSO 2½% Basis

California-Western States Oct. 1 and the George Washington Life Aug. 18 introduced rates and increased values on the C.S.O. 2½% basis and at the same time revised provisions in their contracts.

Cash values of California-Western States are equal to the C.S.O. 2½% reserve by the commissioners reserve

valuation method less a deduction, which from the end of the third year does not exceed \$25 per \$1,000. Cash value is full reserve at the end of the 20th year and thereafter.

Guaranteed rate of interest for settlement options is 2%, except for the interest income option, which is 1½%. These rates may be increased by inter-

est dividends.

George Washington Life cash values are the C.S.O. 2½% minimum value Settlement options guarantee 2½% interest (interest income option, 2%), subject to increase by dividends. Illustrative premium rates per \$1,000 on the new basis are shown in these pages from "Little Gem".

70 California-Western States

PREMIUM RATES PER \$1,000

Participating										Non-Participating									
Ord. Life	Pay. Life	20 Year End.	Life Pay. Up at 65	End. 65	Pay. 65	20 Year End.	Life Pay. Up at 65	End. 65	Pay. 65	Ord. Life	Pay. Life	20 Year End.	Life Pay. Up at 65	End. 65	Pay. 65	20 Year End.	Life Pay. Up at 65	End. 65	Pay. 65
.....	16.31	26.50	51.05	24.91	10	43.98	23.58	16.09	10	43.98	23.58	16.09
17.19	17.45	28.32	52.05	25.72	15	44.07	25.20	17.36	15	44.07	25.20	17.36
19.04	19.31	30.78	52.22	31.04	20	46.35	27.44	19.73	20	46.35	27.44	19.73
19.47	19.75	31.31	52.27	16.05	31.92	9.78	14.33	21	46.73	27.93	19.93	20.30	18.02	21	46.73	27.93	19.93	20.30	18.02
19.93	20.21	31.87	52.33	16.41	32.86	9.89	14.51	22	47.14	28.43	20.88	21.49	18.45	22	47.14	28.43	20.88	21.49	18.45
20.39	20.69	32.48	52.39	16.77	33.85	9.98	14.69	23	47.57	28.94	21.99	22.13	18.96	23	47.57	28.94	21.99	22.13	18.96
20.86	21.19	33.08	52.45	17.15	34.87	10.09	14.90	24	48.01	29.47	22.69	22.80	19.46	24	48.01	29.47	22.69	22.80	19.46
21.46	21.70	33.68	52.54	17.54	35.96	10.21	15.12	25	48.48	30.01	23.29	23.52	19.96	25	48.48	30.01	23.29	23.52	19.96
22.00	22.25	34.30	52.64	17.95	37.10	10.33	15.38	26	48.96	30.56	23.89	24.29	20.52	26	48.96	30.56	23.89	24.29	20.52
22.57	22.83	34.95	52.76	18.38	38.33	10.46	15.65	27	49.46	31.12	24.49	25.08	21.08	27	49.46	31.12	24.49	25.08	21.08
23.15	23.41	35.54	52.88	18.82	39.63	10.60	15.93	28	49.96	31.69	25.10	25.98	21.64	28	49.96	31.69	25.10	25.98	21.64
23.76	24.04	36.31	53.05	19.30	40.99	10.74	16.22	29	50.50	32.28	25.98	26.89	22.26	29	50.50	32.28	25.98	26.89	22.26
24.43	24.72	37.01	53.22	19.78	42.44	10.90	16.56	30	51.07	32.93	26.89	27.88	22.86	30	51.07	32.93	26.89	27.88	22.86
25.11	25.41	37.76	53.40	20.29	43.98	11.07	16.82	31	51.67	33.66	27.88	28.95	23.50	31	51.67	33.66	27.88	28.95	23.50
25.82	26.13	38.54	53.60	20.83	45.61	11.18	17.31	32	52.32	34.42	28.95	29.47	24.16	32	52.32	34.42	28.95	29.47	24.16
26.59	26.91	39.35	53.83	21.41	47.32	11.44	17.71	33	53.01	35.20	30.08	30.56	25.08	33	53.01	35.20	30.08	30.56	25.08
27.38	27.72	40.17	54.08	22.02	49.24	11.66	18.14	34	53.72	36.00	31.25	31.25	25.76	34	53.72	36.00	31.25	31.25	25.76
28.21	28.57	41.02	54.30	22.67	51.23	11.88	18.58	35	54.48	36.83	32.57	32.57	26.08	35	54.48	36.83	32.57	32.57	26.08
29.09	29.47	41.91	54.56	23.35	53.47	12.13	19.04	36	55.27	37.69	34.01	34.01	27.74	36	55.27	37.69	34.01	34.01	27.74
30.05	30.43	42.82	54.80	24.12	55.90	12.56	19.56	37	56.10	38.58	35.50	35.50	28.76	37	56.10	38.58	35.50	35.50	28.76
31.06	31.45	43.77	55.08	24.98	58.50	12.88	20.09	38	56.96	39.50	37.05	37.05	29.82	38	56.96	39.50	37.05	37.05	29.82
32.12	32.52	44.70	55.37	25.71	61.31	13.37	20.68	39	57.87	40.47	38.07	38.07	31.00	39	57.87	40.47	38.07	38.07	31.00
33.24	33.68	45.84	55.73	26.57	64.36	13.74	21.29	40	58.83	41.43	40.01	40.01	32.22	40	58.83	41.43	40.01	40.01	32.22
34.42	34.89	46.90	56.10	27.48	67.66	14.15	21.94	41	59.83	42.41	41.03	41.03	33.54	41	59.83	42.41	41.03	41.03	33.54
35.76	36.26	48.00	56.48	28.44	71.28	14.59	22.62	42	60.87	43.42	42.11	42.11	34.92	42	60.87	43.42	42.11	42.11	34.92
37.12	37.55	49.24	57.11	29.46	75.24	15.01	23.38	43	61.94	44.47	43.26	43.26	36.40	43	61.94	44.47	43.26	43.26	36.40
38.53	38.99	50.41	57.68	30.53	79.50	15.51	24.17	44	63.04	45.56	44.47	44.47	37.94	44	63.04	45.56	44.47	44.47	37.94
40.03	40.51	51.67	58.32	31.64	84.36	16.04	25.04	45	64.18	46.69	45.73	45.73	39.57	45	64.18	46.69	45.73	45.73	39.57
41.66	42.15	53.05	59.05	32.82	89.62	16.57	25.95	46	65.37	47.86	47.07	47.07	41.32	46	65.37	47.86	47.07	47.07	41.32
43.39	43.96	54.62	60.04	34.06	95.17	17.20	26.92	47	66.60	49.08	48.43	48.43	43.18	47	66.60	49.08	48.43	48.43	43.18
45.21	45.83	55.93	61.14	35.37	101.99	17.91	27.95	48	67.87	50.35	49.74	49.74	45.14	48	67.87	50.35	49.74	49.74	45.14
47.14	47.81	57.66	62.13	36.74	109.31	18.74	29.11	49	69.18	51.69	51.07	51.07	47.20	49	69.18	51.69	51.07	51.07	47.20
49.22	49.94	59.23	63.31	38.19	117.58	19.64	30.44	50	70.53	53.08	52.42	52.42	49.42	50	70.53	53.08	52.42	52.42	49.42
51.30	52.09	60.91	64.57	39.71	127.02	20.68	31.88	51	71.92	54.51	53.80	53.80	51.76	51	71.92	54.51	53.80	53.80	51.76
53.54	54.39	62.73	65.82	41.33	137.85	21.84	33.44	52	73.35	56.00	55.15	55.15	54.26	52	73.35	56.00	55.15	55.15	54.26
55.90	56.78	64.62	67.00	43.03	150.42	22.68	35.12	53	74.82	57.54	56.52	56.52	56.92	53	74.82	57.54	56.52	56.52	56.92
58.36	59.28	66.68	68.38	44.82	165.45	30.12	36.94	54	76.33	59.13	58.00	58.00	59.80	54	76.33	59.13	58.00	58.00	59.80
60.96	62.08	68.80	70.32	46.72	183.41	32.38	38.84	55	77.88	60.77	59.50	59.50	62.80	55	77.88	60.77	59.50	59.50	62.80
63.66	64.86	71.00	71.98	48.74	204.04	35.04	40.84	56	79.47	62.57	60.98	60.98	65.94	56	79.47	62.57	60.98	60.98	65.94
66.51	67.78	73.30	73.30	50.86	227.50	37.84	42.94	57	81.10	64.42	62.26	62.26	69.16	57	81.10	64.42	62.26	62.26	69.16
69.53	70.73	75.08	75.46	53.10	254.00	40.74	45.14	58	82.78	66.33	63.63	63.63	72.68	58	82.78	66.33	63.63	63.63	72.68
72.70	73.87	76.24	77.36	55.50	283.00	43.84	47.44	59	84.50	68.29	65.08	65.08	76.48	59	84.50	68.29	65.08	65.08	76.48
75.98	77.14	80.86	79.39	58.07	314.00	47.14	49.84	60	86.27	70.29	67.59	67.59	80.50	60	86.27	70.29	67.59	67.59	80.50
81.47	91.76	65	87.50	72.50	70.00	70.00	84.00	65	87.50	72.50	70.00	70.00	84.00

RATES WITH DISABILITY (Waiver of Premium) (Male)

17.81	18.07	28.07	32.11	28.13	15	18.2
19.78	20.05	31.31	53.03	32.04	20	17.0
25.55	25.86	37.79	54.30	20.92	44.02	12.04	17.70	30	22.0
35.18	35.64	47.47	57.68	28.51	67.28	15.70	23.25	40	30.9
53.15	53.93	63.30	67.65	42.00	124.24	26.43	50	47.3
66.76	68.00	74.86	76.52	52.29	194.68	38.30	55	59.4

ADDITIONAL RATE FOR 50 MONTHLY DISABILITY INCOME (Male)

2.24	2.24	3.23	1.14	2.24	1.98	18	2.24
2.32	2.32	3.29	1.18	2.32	2.05	20	2.32
2.79	2.79	3.46	1.43	2.79	2.38	30	2.79
3.53	3.53	3.53	2.21	3.53	2.83	40	3.53
4.75	4.75	4.75	4.11	4.75	3.43	50	4.75

Non-Medical: Males ages 0-40, \$5,000; females ages 0-40 and males ages 41-65, \$3,500; all but Term.

174 George Washington Life, W. Va.

PREMIUM RATES PER \$1,000 (Participating)

Ord. Life	Pay. Life	20 Year End.	Life Pay. Up at 65	End. 65	Pay. 65	20 Year End.	Life Pay. Up at 65	End.
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Prudential's New Rates and Cash Values

New C.S.O. rates and cash values which Prudential adopted Oct. 26 are presented here in three pages from the 1948 edition of the Little Gem Life Chart. Premium rates for most ordinary policies, especially those with a high ratio of reserve to insurance, were increased slightly because of the low rate of interest earned on available investments. Rates for modified 3 and 5 policies remain unchanged. The waiver of premium benefit is now effective at age 5 rather than age 15, continues to age 60 and is included in all life insurance policies. The accidental death benefit is available on new policies commencing at age 5, subject to an extra premium.

Introduced are family income riders for income periods of 10, 15 or 20 years and with income of \$10, \$15 or \$20 per \$1,000. Cash values after 15 years or at the time a policy becomes paid-up, if earlier, are equal to the full net level premium reserve and are considerably increased over the previous values. In many instances cash values are available at the end of one year.

462 The Prudential Ins. Co. of America

PREMIUM RATES PER \$1,000 (Participating)
(With Waiver of Premium Disability benefit effective ages 5-60)

Whole Life Paid-Up at 85	Modified 5 First 5 Years	Modified 3 1st 3 Years	Modified 5 Thereafter	20 Payment Life Up to Age 65	Whole Life Paid-Up at 85	Age	20 Year End.	30 Year End.	End. 65	Family Income Rider 10 Year	15 Year	20 Year
11.91	14.01	18.23	17.11	10	50.58	32.90	18.54
12.19	14.34	18.64	17.47	11	50.67	32.97	18.95
12.49	14.69	19.05	17.84	12	50.75	33.06	19.39
12.80	15.06	19.51	18.25	13	50.85	33.15	19.84
13.12	15.44	19.95	18.64	14	50.95	33.25	20.30
13.46	15.84	20.42	19.07	15	51.05	33.35	20.79
13.79	16.22	20.87	19.50	16	51.15	33.45	21.29
14.14	16.64	21.34	19.97	17	51.24	33.55	21.80
14.49	17.05	21.79	20.43	18	51.33	33.65	22.35
14.85	17.47	22.23	20.90	19	51.40	33.74	22.90
20.02	15.21	17.89	32.69	21.39	51.44	33.82	23.47	3.07	4.32	5.58
20.45	15.58	18.33	33.14	21.89	51.50	33.91	24.05	3.12	4.38	5.65
20.87	15.97	18.79	33.59	22.42	51.54	34.00	24.67	3.16	4.44	5.73
21.32	16.37	19.26	34.06	22.98	51.59	34.10	25.32	3.19	4.49	5.81
21.79	16.80	19.76	34.53	23.57	51.65	34.23	26.00	3.22	4.53	5.90
22.28	17.24	20.28	35.01	24.18	51.70	34.34	26.72	3.24	4.57	5.98
22.78	17.70	20.82	35.52	24.83	51.76	34.48	27.48	3.26	4.63	6.08
23.32	18.17	21.38	36.02	25.51	51.85	34.63	28.28	3.28	4.68	6.21
23.89	18.68	21.98	36.57	26.23	51.92	34.82	29.12	3.31	4.75	6.36
24.47	19.22	22.61	37.13	27.00	52.03	35.02	30.04	3.34	4.84	6.51
25.09	19.78	23.27	37.71	27.82	52.15	35.25	30.99	3.39	4.94	6.71
25.74	20.38	23.98	38.31	28.70	52.29	35.51	32.01	3.44	5.06	6.95
26.43	21.02	24.73	38.95	29.61	52.45	35.79	33.11	3.51	5.22	7.22
27.17	21.67	25.49	39.62	30.62	52.65	36.13	34.27	3.60	5.40	7.54
27.94	22.37	26.33	40.31	31.69	52.87	36.47	35.52	3.71	5.61	7.90
28.75	23.13	27.21	41.04	32.82	53.11	36.86	36.86	3.84	5.87	8.32
29.61	23.91	28.13	41.81	34.04	53.40	37.31	38.30	3.99	6.16	8.80
30.51	24.74	29.11	42.60	35.36	53.71	37.77	39.84	4.17	6.47	9.33
31.49	25.61	30.13	43.44	36.78	54.07	38.30	41.51	4.36	6.85	9.92
32.49	26.54	31.22	44.32	38.28	54.46	38.88	43.31	4.59	7.27	10.59
33.57	27.51	32.36	45.25	39.92	54.91	39.51	45.24	4.87	7.74	11.33
34.08	28.55	33.59	46.19	41.70	55.38	40.22	47.34	5.15	8.27	12.16
35.87	29.63	34.86	47.20	43.62	55.92	40.97	49.62	5.48	8.84	13.08
37.12	30.78	36.21	48.25	45.72	56.49	41.80	52.10	5.84	9.49	14.09
38.44	31.97	37.65	49.33	47.98	57.10	42.71	54.80	6.25	10.22	15.19
39.84	33.28	39.15	50.47	50.47	57.77	43.70	57.77	6.70	11.00	16.40
41.31	34.63	40.74	51.66	53.21	58.51	44.77	61.05	7.21	11.88
42.86	36.07	42.44	52.91	56.21	59.30	45.93	64.64	7.77	12.84
44.51	37.59	44.22	54.22	59.64	60.17	47.18	68.66	8.38	13.90
46.24	39.18	46.09	55.59	63.24	61.11	48.54	73.15	9.08	15.05
48.08	40.88	48.09	57.02	67.42	62.13	50.02	78.19	9.79	16.32
50.01	42.65	50.18	58.56	72.12	63.24	51.61	83.92	10.60
52.06	44.53	52.39	60.15	77.47	64.46	53.33	90.45	11.50
54.20	46.52	54.73	61.83	83.64	65.77	55.14	98.01	12.47
56.48	48.62	57.20	63.63	90.83	67.18	57.12	106.86	13.52
58.89	50.83	59.80	65.50	99.30	68.71	59.22	117.33	14.64
61.42	53.15	62.53	67.49	70.37	61.47
64.09	55.60	65.41	69.58	72.14
66.89	58.17	68.44	71.78	74.06
69.84	60.88	71.62	74.11	76.10
72.93	63.70	74.94	76.54	78.29
76.50	66.94	78.75	79.47	80.97
80.52	70.81	82.81	82.50	83.99
84.42	74.06	87.13	85.99	87.08
88.80	77.98	91.74	89.60	90.53
93.49	82.16	96.66	93.49	94.27
98.56	86.61	101.89	97.09	98.32

Semi-annual rates 51.5% of annual; quarterly, 26.25%; monthly, 8.833%. Installments of annual premium not due at death not deducted from claim.

*Sixth and subsequent premiums double those shown above. Minimum \$5,000.

(*) Minimum \$5,000.

(a) \$10 monthly for balance of 10, 15 or 20 years from date of issue; then, \$1,000. Premiums payable for 8, 12 and 16 years respectively. Also issue \$15 and \$20 monthly per \$1,000 plans.

(CONTINUED ON PAGE 24)

LEGAL RESERVE FRATERNALS

Equitable Reserve's 50th Anniversary Celebrated

WAUSAU, WIS. — Officials from the home office of Equitable Reserve, Neenah, with Wisconsin assemblies of Wausau, Marshfield, Antigo, Rhinelander, Tomahawk and Wisconsin Rapids, participated in celebration of the society's 50th anniversary. About 200 members attended.

At the banquet, J. Allen Porterfield, field manager of E.R.A., was toastmaster and President N. J. Williams gave the address.

In the afternoon, following welcome by Ernest Polzer, general chairman, and response by J. S. Jensen, retiring local president, officials from the home office, including President Williams, Secretary M. L. Ridgeway, Editor Dio W. Dunham, J. A. Porterfield, field manager; H. J. Drajek, chief accountant, and Francis Olson gave short addresses.

Twelve candidates were initiated by the Wausau girls' degree team led by Mrs. Helen Brown.

Standard Life V.P. Dies

Lon A. Smith, 78, vice-president of Standard Life, Lawrence, Kan., died

while attending the quarterly meeting of directors in Lawrence. The cause was a cerebral hemorrhage. Directors and officers were preparing to sit down to dinner when Mr. Smith suffered a stroke. He was rushed to the hospital and died the next morning.

He had been an officer of the society since 1914, when Fraternal Aid Union came into existence through merger of Fraternal Aid Assn., a Kansas society, and Fraternal Union of America, a Colorado society. Fraternal Aid Union changed its name to Standard Life in 1933.

Mr. Smith was national auditor from 1914 to 1925; a director from 1925 to 1938, and in 1938 was elected vice-president.

His home for many years was in Austin, Tex., and prior to that he lived in Henderson, Tex., where he was born. He was prominent in Texas politics, having served in the state senate for several years and then was elected as railroad commissioner for several successive terms. He voluntarily retired several years ago to devote himself to his business interests and family.

Mr. Smith was one of the leading orators of the south and was called on to make many patriotic and political speeches. He had a profound know-

ledge of history.

Services were held at the First Baptist church, Austin, Tex., after his body lay in state in the senate chamber at the state capitol.

K. C. Case Under Advisement

BOSTON — Commissioner Harrington has taken under advisement a complaint brought by one of his deputies against Knights of Columbus that the society has been violating state law by transferring mortuary funds to the expense fund. The case recently was heard before the deputy, when counsel for K. C. admitted the practice but argued it was a recognized and legal thing in many states. The fraternal has 45,000 members in Massachusetts, of which 20,000 are in the insurance class.

Dwight, Neb., Lodge Celebrates

DWIGHT, NEB. — Golden jubilee celebration of branch 32 of Catholic Workmen, New Prague, Minn., was celebrated here with a solemn procession to the Church of the Assumption, solemn mass, followed by a duck and chicken dinner served to about 600 persons. A special program was held in the parish hall with Msgr. Victor P. Mlejnek as chairman. Alois Mergl, Brainard, state secretary; Joseph Fecene, Omaha, treasurer of the lodge, and V. F. Jelinek, Omaha, supreme president spoke.

Mass. Warns Insurers on Group Practices

The Massachusetts department has made a demand that insurers immediately cancel any group A.&H. or group life contracts covering Massachusetts risks that do not comply with the law. Moreover the companies are requested to furnish the department with a list of all contracts that do not comply with Massachusetts statutes and they are told to notify producers to be extremely careful that all contracts issued in the future are in full compliance.

The notice, signed by Joseph S. O'Leary, third deputy commissioner, states that the department has received information indicating that some group policies are not as specified in the law and it has also been alleged that some foreign companies licensed in Massachusetts have written group contracts covering Massachusetts residents that do not conform to the Bay State law, at their home offices.

Pertinent to the latter situation, there is attached the opinion of the Massachusetts attorney general of Sept. 21, 1945, holding that a foreign insurer is subject to revocation of Massachusetts license when writing a group contract at its home office covering Massachusetts citizens that does not conform to Massachusetts law.

Hundreds of A. & H. sales ideas in *The A. & H. Bulletin*. Write The A. & H. Bulletin, 420 E. 4th St., Cincinnati 2, Ohio.

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THE BOURSE PHILADELPHIA

Prudential's New Rates and Values Are Given in Little Gem Chart Pages

(CONTINUED FROM PAGE 23)

The Prudential Ins. Co. of America 463 466

The Prudential Ins. Co. of America

PREMIUM RATES PER \$1,000 (Except as noted) (Participating) CSO 2 1/2%
 (With Waiver of Premium Disability benefit effective ages 5-60, except Ret. Ann.)

Income Endowment (\$1,200 Insurance)						Retirement Annuity						(a) Term	
Male			Female			Male			Female				
Age	55	60	65	Age	55	60	65	Age	55	60	65	10 Year	15 Year
10	43.36	57.04	28.96	38.41	10	43.36	57.04	28.96	38.41	10	43.36	57.04	28.96
11	41.94	55.85	27.95	37.15	11	41.94	55.85	27.95	37.15	11	41.94	55.85	27.95
12	40.55	54.09	26.97	35.91	12	40.55	54.09	26.97	35.91	12	40.55	54.09	26.97
13	39.19	52.37	26.01	34.71	13	39.19	52.37	26.01	34.71	13	39.19	52.37	26.01
14	37.96	50.69	25.06	33.54	14	37.96	50.69	25.06	33.54	14	37.96	50.69	25.06
15	36.56	49.04	24.14	32.38	15	36.56	49.04	24.14	32.38	15	36.56	49.04	24.14
16	35.29	47.44	23.24	31.26	16	35.29	47.44	23.24	31.26	16	35.29	47.44	23.24
17	34.04	45.86	22.36	30.15	17	34.04	45.86	22.36	30.15	17	34.04	45.86	22.36
18	32.83	44.33	21.50	29.08	18	32.83	44.33	21.50	29.08	18	32.83	44.33	21.50
19	31.64	42.82	20.65	28.03	19	31.64	42.82	20.65	28.03	19	31.64	42.82	20.65
20	30.48	41.35	19.83	26.99	20	30.48	41.35	19.83	26.99	20	30.48	41.35	19.83
21	29.34	39.91	19.02	25.99	21	29.34	39.91	19.02	25.99	21	29.34	39.91	19.02
22	28.22	38.51	18.23	25.00	22	28.22	38.51	18.23	25.00	22	28.22	38.51	18.23
23	27.14	37.13	17.46	24.04	23	27.14	37.13	17.46	24.04	23	27.14	37.13	17.46
24	26.07	35.79	16.71	23.10	24	26.07	35.79	16.71	23.10	24	26.07	35.79	16.71
25	25.03	34.47	15.97	22.17	25	25.03	34.47	15.97	22.17	25	25.03	34.47	15.97
26	24.01	33.18	15.27	21.27	26	24.01	33.18	15.27	21.27	26	24.01	33.18	15.27
27	23.02	31.92	14.54	20.39	27	23.02	31.92	14.54	20.39	27	23.02	31.92	14.54
28	22.06	30.70	13.85	19.53	28	22.06	30.70	13.85	19.53	28	22.06	30.70	13.85
29	21.09	29.49	13.18	18.68	29	21.09	29.49	13.18	18.68	29	21.09	29.49	13.18
30	20.16	28.31	12.52	17.86	30	20.16	28.31	12.52	17.86	30	20.16	28.31	12.52
31	19.27	27.16	11.87	17.05	31	19.27	27.16	11.87	17.05	31	19.27	27.16	11.87
32	18.36	26.03	11.24	16.26	32	18.36	26.03	11.24	16.26	32	18.36	26.03	11.24
33	17.49	24.93	10.62	15.49	33	17.49	24.93	10.62	15.49	33	17.49	24.93	10.62
34	16.63	23.86	10.02	14.73	34	16.63	23.86	10.02	14.73	34	16.63	23.86	10.02
35	15.80	22.80	9.43	14.00	35	15.80	22.80	9.43	14.00	35	15.80	22.80	9.43
36	14.98	21.77	8.85	13.27	36	14.98	21.77	8.85	13.27	36	14.98	21.77	8.85
37	14.19	20.77	8.29	12.57	37	14.19	20.77	8.29	12.57	37	14.19	20.77	8.29
38	13.41	19.78	7.73	11.88	38	13.41	19.78	7.73	11.88	38	13.41	19.78	7.73
39	12.65	18.81	7.19	11.20	39	12.65	18.81	7.19	11.20	39	12.65	18.81	7.19
40	11.90	17.87	6.66	10.54	40	11.90	17.87	6.66	10.54	40	11.90	17.87	6.66
41	11.17	16.95	6.15	9.90	41	11.17	16.95	6.15	9.90	41	11.17	16.95	6.15
42	10.46	16.05	5.64	9.27	42	10.46	16.05	5.64	9.27	42	10.46	16.05	5.64
43	9.76	15.17	5.15	8.65	43	9.76	15.17	5.15	8.65	43	9.76	15.17	5.15
44	9.08	14.30	4.67	8.04	44	9.08	14.30	4.67	8.04	44	9.08	14.30	4.67
45	8.41	13.46	4.19	7.45	45	8.41	13.46	4.19	7.45	45	8.41	13.46	4.19
46	7.76	12.64	3.72	6.87	46	7.76	12.64	3.72	6.87	46	7.76	12.64	3.72
47	7.12	11.83	3.25	6.31	47	7.12	11.83	3.25	6.31	47	7.12	11.83	3.25
48	6.50	11.04	2.78	5.76	48	6.50	11.04	2.78	5.76	48	6.50	11.04	2.78
49	5.89	10.27	2.32	5.22	49	5.89	10.27	2.32	5.22	49	5.89	10.27	2.32
50	5.29	9.51	1.87	4.69	50	5.29	9.51	1.87	4.69	50	5.29	9.51	1.87
51	4.70	8.78	1.42	4.16	51	4.70	8.78	1.42	4.16	51	4.70	8.78	1.42
52	4.13	8.06	0.97	3.62	52	4.13	8.06	0.97	3.62	52	4.13	8.06	0.97
53	3.58	7.35	0.52	3.08	53	3.58	7.35	0.52	3.08	53	3.58	7.35	0.52
54	3.04	6.66	0.07	2.54	54	3.04	6.66	0.07	2.54	54	3.04	6.66	0.07
55	2.51	5.99	0.00	2.00	55	2.51	5.99	0.00	2.00	55	2.51	5.99	0.00
56	1.99	5.34	0.00	1.45	56	1.99	5.34	0.00	1.45	56	1.99	5.34	0.00
57	1.47	4.69	0.00	0.90	57	1.47	4.69	0.00	0.90	57	1.47	4.69	0.00
58	0.95	4.04	0.00	0.35	58	0.95	4.04	0.00	0.35	58	0.95	4.04	0.00
59	0.43	3.39	0.00	0.00	59	0.43	3.39	0.00	0.00	59	0.43	3.39	0.00
60	0.00	2.74	0.00	0.00	60	0.00	2.74	0.00	0.00	60	0.00	2.74	0.00

*\$1,200 Insurance or cash value if greater. At maturity \$10 monthly life income, 120 mont's certain. Maturity values: male, age 55, \$2,114; age 60, \$1,573; age 65, \$1,056; female, age 55, \$2,364; age 60, \$2,114; age 65, \$1,873.
 †Waiver of premium benefit not issued. Monthly life income provided by \$100 annual premium, 120 months certain. Death benefit prior to maturity in premiums paid or cash value if greater. Semi-annual premium \$51.50; quarterly, \$26.00; monthly, \$8.71.
 (a) Convertible as of attained age at any time.

Limits—Ages 10-16, \$50,000; age 17, \$60,000; age 18, \$80,000; age 19, \$100,000; age 20, \$150,000; age 21, \$200,000; age 22-45, \$300,000; decreasing \$10,000 each year to \$100,000 at age 65. Term age 17, \$60,000, increasing \$20,000 each year to age 19; age 20, \$150,000; 21-45, \$200,000; 46-55, \$150,000. Juvenile—Outside N. Y. and Canada, ages 0-4, \$5,000 Ult.; 5-9, \$10,000.—N. Y. State, ages 0-4, \$1,000 Ult.; ages 5-9, \$5,000 Ult.—Canada ages 0-9, \$1,000 Ult.

Continental's Baby-Ring Letter Pulls 25% Response

Continental Assurance is having excellent results with its direct mail circular offering a solid gold ring for new babies. The letter is pulling a 25% response, which is phenomenal.

One of the company's agencies that is making excellent use of this and other direct mail aids put out by the company is Charles F. Joyce Co. in Buffalo, whose life manager is George H. Johnston. Last spring Mr. Johnston started off with the largest single month of any agency of the company—\$1,650,000 ordinary. This fall the agency has put on a drive for \$3 million in the last three months of the year and thus far the drive is substantially ahead of schedule.

Another agency using the baby ring letter to advantage is that of H. L. Christ at St. Joseph, Mo. A new general agent, Mr. Christ in his first month with the company took in more than \$1,400 in new premiums. Nearly \$1,000 was ordinary, the remainder being accident and health and hospitalization.

Another of the company's mailing pieces that gets a good reply ratio is on social security. This consistently pulls a 10% return.

Medical Plan for Painters

More than 8,000 painters, members of the New York City local of the Brotherhood of Painters, Decorators & Paperhangers, AFL, will be covered by a comprehensive medical care plan, first to be instituted for a building trade union. The plan provides complete physician's service in the home, at the doctor's office, and in the hospital. Also included are specialist care, diagnostic and laboratory procedures, periodic

health examinations, eye examinations, visiting nurse service, and ambulance service. The benefits are underwritten by Health Insurance Plan of Greater New York.

The medical benefits are in addition to life, accidental death and dismemberment, weekly accident and sickness, and hospitalization insurance for employee and family. Prudential and Blue Cross provide the latter coverages. They have been in effect since 1946 and are financed through employer and contributions of 3% of the gross payroll to the Painting Industry Insurance Fund. Three employers and three union trustees administer the fund.

Martin E. Segal & Co. was insurance consultant on the medical plan. Premiums for both insurance and medical care will exceed \$450,000.

Shifted by Hancock

E. S. Kellaway has been appointed district manager of John Hancock at Gary, Ind., succeeding Mayer Kahn who retired Nov. 1. E. B. Feinberg becomes manager of New York district 3, succeeding the late W. J. Barnicle. Mr. Feinberg was formerly a manager in Pittsburgh. Sidney Bernstein, formerly assistant manager in Brooklyn, succeeds him.

Fete Insurance Students

INDIANAPOLIS — The 234 students enrolled in the insurance classes at Butler University here were guests of Indianapolis General Agents & Managers Assn. at a dinner. The enrollment of 234 compares with 93 a year ago. About 25 are majoring in insurance and expect to graduate with this as their principal field of specialization in the college of business administration.

Wis. Blue Cross Raises Rates, Reduces Benefits

MILWAUKEE — Increase in some rates and reductions in some benefits have been announced by Associated Hospital Service of Milwaukee, due to the rising hospital costs which have resulted in a \$100,000 loss the first seven months this year. Losses are running to 2.9% of annual income, according to L. R. Wheeler, executive secretary.

Revisions of benefits will affect all 625,000 persons now covered, since all contracts are on a monthly basis, and also will apply to all future contracts. Under group contracts the number of days of paid hospitalization will be changed from 60 days per year to 30 day per illness. In non-group cases it will be 21 days for each illness, instead of 21 days in 12 months. Payments for drugs and medications will be reduced from 100% to 50% for both groups. Hospitalization for tuberculosis, nervous mental or contagious diseases will be dropped from 60 to 21 days. Allowance toward private rooms will be limited to \$6 per day maximum. Infants will be eligible to all benefits 30 days after birth instead of the first day of the second month. Several minor changes have been made affecting persons who leave groups of employed workers and continue their insurance as non-group members.

New Non-group Rates

Group premium rates have been \$2.50 for families and 90 cents for individuals, while non-group coverage has been \$2.25 and \$1. As of Nov. 1, non-group rates will be raised to \$2.50 for families and \$1.20 for individuals, while the group rates will remain unchanged.



Building Men

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Successful Selling

When a man starts in the life insurance business, he needs simple ideas and plans which will enable him to make sales frequently. By the end of his first year, he wants to expand his thinking and increase his skill. Perhaps he has been confining himself largely to a single life insurance plan. Now he wants to study many of the other services of life insurance and to broaden his prospecting—his sales base. In small doses of week-by-week study, the Oslico Intermediate Course gives

him the information he needs, introduces new methods and skills. This gives him confidence to approach his prospects on any one of a large number of life insurance plans, and thus to increase both volume and number of sales.

The experience of our men with our Intermediate Course, is one of consistently and substantially increased production. They also find that it lays a solid foundation for programming and other forms of advanced underwriting.

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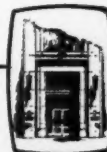


HERE'S WHAT OUR MEN SAY ABOUT OSLICO TRAINING

"The Intermediate Field Training Course provided the prod which kept me working as well as giving me new ideas in every branch of life underwriting." Another: "Regardless of experience, I strongly believe that this course gives an underwriter, through exchange of ideas and weekly study of life insurance needs, the knowledge and background to make his life work a successful career to both his clients and himself."

THE OHIO STATE LIFE

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COLUMBUS, OHIO



"... like a Miracle!"

"I feel as though John were still here . . . signing every check, as he used to do. His thoughtful planning with his insurance man has given me money for immediate bills, and for the children's college later. The mortgage is paid off. Each month, so long as I live, a check will come—from him."

1 1 1 1

Struck by grief, but not by fear—this widow sums up all that is best in the profession of life insurance. Such bittersweet endings are inspiration to the underwriter whose planning makes them possible. . . . They are dramatic evidence of the quiet miracle of life insurance at work. What other profession can offer such deep personal gratification, such heartfelt impetus to future success?

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